



Scheme
For
Master of Tourism and Travel Management (MTTM)
Under the National Education Policy
(NEP-2020)
(Effective from Academic Session 2025)



Department of Tourism, Hospitality & Leisure Studies
University of Kashmir, Srinagar, Kashmir-190006



About the University of Kashmir

The University of Jammu and Kashmir was founded in the year 1948. In the year 1969, it was bifurcated into two full-fledged Universities: the University of Kashmir at Srinagar and the University of Jammu at Jammu. The University of Kashmir is situated at Hazratbal in Srinagar. It is flanked by the world-famous Dal Lake on its eastern side and Nigeen Lake on its western side. The Main Campus of the University is spread over 247 acres of land is divided into three parts – Hazratbal Campus, NaseemBagh Campus and MirzaBagh Campus (serving residential purposes). Additional land has been acquired at Zakura near the main campus for further expansion of the University. The tranquil ambience of the Campus provides the right kind of atmosphere for serious study and research.

Over the years, the University of Kashmir has expanded substantially. It has established Satellite Campuses at Anantnag (South Campus), Baramullah (North Campus) and Kupwara (Kupwara Campus) to make higher education more accessible to people living in remote areas of Kashmir Valley. The University has also established a Sub-Office at Jammu to cater to the needs of the candidates enrolled with the University from outside Kashmir.

The University is committed to providing an intellectually stimulating environment for productive learning to enhance the educational, economic, scientific, business and cultural environment of the region. The University offers programmes in all the major faculties: Arts, Business & Management Studies, Education, Law, Applied Sciences & Technology, Biological Sciences, Physical & Material Sciences, Social Sciences, Medicine, Dentistry, Engineering, Oriental Learning and Music & Fine Arts. It has been constantly introducing innovative/ new programmes to cater to the needs and demands of the students and society.

Over the years, the University has marched towards excellence in its programmes and activities. It has been recently in 2025 re-accredited as a Grade-A++ University by the National Assessment & Accreditation Council (NAAC) of India. This is a recognition and reflection of the high standard of quality in teaching and research at the University of Kashmir.

About the Department

Tourism academics and research at the University of Kashmir has its genesis in 2012 when Master's Degree Programme in Travel and Hospitality Management was introduced in the University under the aegis of the erstwhile Business School now called as the Department of Management Studies. It has since then been at the forefront of undertaking research, providing education, training and skills/capability building in the tourism sector. Since the launching of the program, various scholars have been pursuing their research and hundreds of students have been trained for the tourism & hospitality industry. In June 2021, it was officially established



as an independent Department under the nomenclature "Department of Tourism, Hospitality and Leisure Studies" (DTH&LS).

The Department seeks to take a broader view of tourism, hospitality & leisure education and research, exploring issues and problems relevant to a wide range of situations and issues that entrepreneurs and professionals are likely to face. In this context, the Department envisages becoming a Global Centre of Excellence in teaching, research and consultancy; to undertake cutting-edge research, to provide students with specific competencies for the tourism, hospitality & leisure sector in a practice-oriented and holistic approach; to deliver key competencies required in the tourism, hospitality & leisure sector; to respond to the regional and worldwide demand for tourism and hospitality leaders; and to build and sustain a competitive advantage in the global tourism, hospitality & leisure education, research and consultancy. The Department aims to produce future generations of global Tourism, Hospitality, and Leisure industry professionals, entrepreneurs and researchers via innovative academic programs, cutting-edge research, and strong industry and community partnerships.

Vision

Aim to be a global leader in Tourism, Hospitality, and Leisure education, research, consultancy, entrepreneurship, innovation, and stakeholder engagement, while serving as a think tank to deliver scientifically sound solutions in these sectors.

Mission

To deliver high-quality education, conduct cutting-edge research in tourism, hospitality, and leisure management, and develop internationally competitive and socially responsible managers, professionals, entrepreneurs, and researchers.

Programme Objectives

1. Promotion of Interdisciplinary, Multidisciplinary & Transdisciplinary Learning and Research

Encourage students to engage in Interdisciplinary, Multidisciplinary, and Transdisciplinary approaches by integrating tourism, hospitality, aviation, and leisure studies with environmental sustainability, socio-cultural studies, economics, and technology. Foster inquiry-based learning and research that contributes to the development of inclusive, sustainable, and culturally responsive tourism and hospitality models.

2. Emphasis on Skill Development

Equip students with hands-on, industry-relevant skills through field-based training, internships, simulation exercises, project work and collaborations with tourism and hospitality enterprises. Focus on building core competencies such as customer experience management, event planning, hotel and resort operations, and leisure program design. Deliver a curriculum aligned with global standards to enhance students' employability.


HEAD
Department of Tourism
Hospitality & Leisure
University of Kashmir
Srinagar



3. Commitment to Sustainability and Responsible Tourism

Promote sustainable tourism principles by integrating ecological, economic, and ethical concerns into course content, fieldwork, and student projects. Encourage critical engagement with concepts like eco-tourism, heritage conservation, climate-resilient tourism, and responsible consumer behavior. Support the design of practical solutions addressing pressing industry challenges, including carbon footprint reduction, waste minimization, and inclusive tourism practices.

4. Global Outlook with Local Sensitivity

Prepare students to navigate and contribute to a global tourism and hospitality ecosystem while appreciating and preserving local cultures, heritage, and community identities. Facilitate cross-cultural learning through study tours, international collaborations, exchange programs, and exposure to global best practices, ensuring students become responsible global citizens rooted in local awareness.

5. Development of Leadership and Entrepreneurial Capacities

Nurture leadership, problem-solving, and innovation skills to empower students to manage tourism and hospitality organizations or initiate their own ventures. Foster entrepreneurial mindsets through structured courses, incubation support, case-based learning, and mentoring from industry experts, enabling students to identify and leverage opportunities in emerging tourism segments.

6. Integration of Technology and Innovation

Embed emerging technologies such as Artificial Intelligence (AI), Virtual Reality (VR) Augmented Reality (AR), Big Data, Internet of Things (IoT), and digital marketing into the curriculum to ensure students stay ahead of industry transformation. Encourage innovation through experiential learning in tourism labs, tech-enabled workshops, and project-based learning focused on enhancing guest experiences, optimizing operations, and driving digital innovation in tourism, hospitality, and leisure services.

These objectives align with the vision of NEP 2020 to transform higher education in tourism into a more holistic, inclusive, and flexible system that can meet the needs of an evolving global society. The focus on skill development, sustainability, and interdisciplinary, multidisciplinary and transdisciplinary learning ensures that graduates are not only industry-ready but also capable of contributing to the sustainable growth of the tourism industry.

Salient Features of the Programme

The Master of Tourism and Travel Management (MTTM) programme is thoughtfully designed in alignment with industry standards and the guidelines of the National Education Policy (NEP) 2020. It aims



to equip students with comprehensive theoretical knowledge and hands-on practical skills relevant to the dynamic fields of **Tourism, Travel, Aviation and Hospitality**.

1. Pedagogy: Learning by Doing

A learner-centric, experiential pedagogy is adopted through:

- Interactive lectures, multimedia presentations, and group discussions
- Case studies (local and international), heritage walks, and field visits
- Project work, simulations, and live tourism projects
- Role plays, reverse teaching, and onsite training at tourism destinations and hospitality establishments

This approach helps enhance students' problem-solving, critical thinking, and decision-making abilities.

2. Curriculum: Rigorous, Contemporary, and Industry-Relevant

The curriculum is structured to foster 21st-century skills, aligned with NEP 2020:

- Strong foundation in tourism principles, cultural studies, and hospitality operations
- Focus on digital literacy, communication, leadership, and entrepreneurship
- Courses on Research Methodology, Capstone Projects, Dissertation Writing, and Innovation-driven Assignments
- Integration of real-world problem-solving and community-based tourism research
- Emphasis on smart tourism, sustainability, digital marketing, and crisis management

3. Evaluation: Continuous, Transparent, and Outcome-Based

Student performance is assessed through a comprehensive and continuous evaluation system that includes:

- Internal and external assessments: assignments, quizzes, presentations, project work, participation, and term-end exams
- Emphasis on critical thinking, application of knowledge, and industry-relevant problem-solving
- Evaluation methods aligned with Programme Learning Outcomes (PLOs) and Course Learning Objectives (CLOs)
- Transparent feedback mechanisms to support student improvement and growth

4. Interdisciplinary, Multidisciplinary & Transdisciplinary Approach

Drawing from multiple disciplines—management, cultural studies, IT, environmental science, economics, and marketing—the programme:

- Promotes holistic understanding of tourism systems
- Encourages analytical thinking through cross-disciplinary case analysis
- Supports flexible, modular learning pathways in tune with NEP 2020



5. Facilities & Learning Environment

The department ensures a **technology-enabled and inclusive learning environment**:

- ICT-enabled classrooms with support for **blended learning models**
- Integration of **Virtual Reality (VR)**, digital itinerary tools, and e-learning platforms
- Access to **webinars**, virtual tours, and **multimedia tools**
- Encouragement for independent and collaborative learning

6. Industry-Academia Interface

Strong ties with industry ensure practical relevance:

- **Mandatory internships**, field training, and live projects
- Collaborations with leading tourism and hospitality organizations
- Regular **guest lectures**, **seminars**, **panel discussions**, and **workshops** with industry experts
- Opportunities for students to learn about emerging trends, leadership practices, and real-world challenges

7. Library and E-Resources

The department fosters an environment of **research and continuous learning**:

- Well-stocked departmental and central libraries with up-to-date resources
- Access to **e-journals**, **digital books**, and **national platforms** like SWAYAM, NDL, and Shodhganga
- Focus on emerging areas like **AI in tourism**, **green tourism**, and **digital transformation**

8. Campus Life and Student Well-being

The university offers a vibrant, inclusive, and supportive environment:

- Lush, peaceful campus promoting a healthy academic atmosphere
- Student support services: **mentorship**, **counselling**, **anti-ragging**, and inclusivity drives
- Emphasis on **gender sensitivity**, **cultural diversity**, and **accessibility**
- Participation in green campus initiatives: **eco-tourism campaigns**, **sustainability workshops**, and **nature trails**,



Programme Learning Outcomes

The Programme Learning Outcomes (PLOs) are broad statements defining the skills, knowledge, and competencies expected from graduates of the programme

Table 1: Programme Learning Outcomes

Table 1: Programme Learning Outcomes (PLO's)		
PLO's	Main Theme	Description
PLO 1	Comprehensive Understanding of Tourism, Hospitality & Leisure	Demonstrate in-depth knowledge of tourism theories, policies, planning frameworks, sustainability practices, destination development, and global-local tourism dynamics across tourism, hospitality, and leisure domains.
PLO 2	Professional, Industry and Technology-Oriented	Apply professional skills in travel services, tourism marketing, digital technologies, destination management, hospitality operations, itinerary design, field studies, and tourism product development aligned with contemporary industry needs.
PLO 3	Research and Innovation	Conduct systematic research; critically analyse tourism-related issues to generate innovative solutions and evidence-based policy recommendations.
PLO 4	Entrepreneurship Competencies	Communicate effectively across written, verbal, and digital platforms; demonstrate leadership, team collaboration, and entrepreneurship in tourism initiatives and stakeholder engagement in diverse cultural contexts.
PLO 5	Ethics, Responsibility, and Sustainability	Exhibit ethical awareness and social responsibility; promote sustainable, inclusive, and culturally sensitive practices in tourism planning, operations, and community interactions.
PLO 6	Lifelong Learning and Local, Regional and Global Perspective	Demonstrate a commitment to lifelong learning and self-directed professional development; interpret global tourism trends while addressing regional development challenges, with a special focus on areas in tourist destinations of Jammu & Kashmir.

Course Learning Outcomes (CLOs)

CLOs are designed to clearly define what students are expected to know, be able to do, or demonstrate on completion of a course. Each unit of a course has one CLO. CLOs, as such, are designed to help students achieve different PLOs, envisaging that each course contributes to one or more PLOs.



Curriculum Credit Framework

Each Semester shall have a maximum of 24 Credits. As per Guidelines on Curriculum and Credit Framework for Post Graduate Programmes (CCFPGP), issued by UGC dated June 12, 2024, the curricular components of the 1st year PG Degree Programme have been aligned to the 4th Year of the UG (Honours) / Integrated Bachelor's - Masters Programme while that of 2nd year have been aligned to the 5th year of the Integrated Bachelor's - Masters Programme. For the first two (02) semesters of the two-year Master's Programme, the curriculum shall be based entirely on coursework. However, for the 3rd and 4th semesters, the department offers the option to choose any one of the following modes:

- ✓ Only Course Work (CW) in the 3rd and 4th semesters (CW+CW); or
- ✓ Course Work in the 3rd semester and research in the 4th semester (CW+R).

Internship of 4 credits and Dissertation of 20 credits shall be offered in the 3rd and 4th semester, respectively. Dissertation of 12 credits shall be for the students opting (CW+R) mode.

Table 2: CREDIT DISTRIBUTION FOR DIFFERENT SEMESTERS OF THE PG PROGRAMME (CW+CW)

S. No.	SEMESTER	Core Credits	Discipline Centric Electives	CREDITS
1	1	18	6	24
2	2	20	4	24
3	3	16	8	24
4	4	16	8	24
TOTAL		70	26	96

Table 3: CREDIT DISTRIBUTION FOR DIFFERENT SEMESTERS OF THE PG PROGRAMME (CW+R)

S. No.	SEMESTER	Core Credits	Discipline Centric Electives	CREDITS
1	1	18	6	24
2	2	20	4	24
3	3	16	8	24
4	4	24	0	24
TOTAL		78	18	96



Description of Courses

- ✓ **Core Course (C)** refers to a compulsory course within a programme that aims to impart fundamental, comprehensive, and advanced knowledge of the programme.
- ✓ **Discipline Centric Elective Course (D)** refers to a course of choice which allows a student to study a specialized area(s) of the programme as per her/his interests

Nature and Duration

The Master's Programme shall have a duration of either 1 year or 2 years. A minimum of 96/48 credits must be earned for the 2/1-year postgraduate Programme, with each credit valid for up to 7 years. If a candidate enrolled in the 2-year Master's Programme chooses to exit after 1 year (successfully completing 2 semesters with at least 48 credits), they shall receive a Post Graduate diploma in the relevant subject. The Master's degree for 1 and 2 years must be completed within a maximum of 3 and 5 years, respectively. Candidates who opt for the exit option may re-enter the Programme within 3 years of exiting.

Table 4: Modes of PG Degree Programmes

S. No	Programme	Eligibility	Entry	Exit Option/ Degree Completion	Award
1	2-Year Master's Degree	3-year UG	1 st Year	1-Year	PG Diploma
				2-Year	Master's Degree
2	1-Year Master's Degree	4-year UG (Honours/Honours with research)	2 nd Year	1-Year	Master's Degree

Admission Procedure

Admissions to the programme Course shall be based on the merit of students' performance in the University Common Entrance Test followed by a Group Discussion. Some percentage of seats shall be reserved for PG 2nd year so as to accommodate lateral entry for students joining the Programme after completing 4 years UG (Honours/Honours with research) Programme. This percentage shall be in addition to the vacancies resulting from students who dropout or exercise the option of exit after 1st year. The reservation shall be subject to review from time to time as per the University norms.

The pattern of the Entrance Test

The entrance test question paper shall consist of 120 objective-type questions, each worth one mark, covering Reasoning, Arithmetic, English, and General Awareness.



Fee Structure:

S. No.	Year	Amount
1.	1st Year	19,625/-
2.	2nd Year	10,375/-
Total Fee		30,000/-

Teaching

In each Semester, there shall be actual teaching for a minimum of 15 weeks, excluding admission, preparatory and examination periods.

Medium of Teaching and Examination

The medium of Teaching and Examination shall be in English only.

Attendance

The minimum attendance required for becoming eligible to appear in semester examinations for each theory paper shall be 75%.

Evaluation

The MTTM degree programme is offered through the 'NEP Credit System'. According to the System, subjects are classified into Core courses (C) and Discipline-Centric Elective Courses (D). Core courses are compulsory, while students have the option to select from a list of Discipline-Centric Elective Courses (D) offered by the Department.

Grading System:

Table 5: Percentage to Grade/Grade Letter and Grade Point Conversion

Marks Percentage Range	Grade	Grade Letter	Grade Point
90 to 100	Outstanding	A+	10
80 to <90	Excellent	A	9
70 to <80	Very Good	B+	8
60 to <70	Good	B	7
50 to <60	Average	C	6
40 to <50	Pass	D	5
<40	Fail	F	0
0	Absent	Ab	0



Weightage of Marks

The weightage of marks for Continuous Internal Assessment and End Semester Examinations for 4 credits shall be 28 & 72, and for 2 credits 14 & 36, respectively.

Passing Minimum: A student is declared to have passed in a given course only when he/she secure a minimum of 40% marks both in the internal assessment component and the End-Semester Examinations.

Evaluation of End Semester Examination

The answer scripts of the End Semester Examinations shall be evaluated for a weightage of 72 marks for 4 credits & 36 marks for 2 credits.

Semester End Examination Question Paper Pattern

The question paper pattern for each of the subjects for the End-Semester written examination shall be as per the following annexure:

Table 6: Question Paper Pattern and Distribution of Marks for External & Internal Examination for PG Programme under NEP 2020.

Course Types	Major/Minor			
Credits	4		2	
Descriptive Questions:	Time: Two and a Half Hours		Time: One Hour and Fifteen Minutes	
Break-up of Semester End & Internal Marks in each Course	External	Internal	External	Internal
	4x18= 72*	4x7= 28*	2x18= 36*	2x7=14*
	Questions x Marks		Questions x Marks	
Section A: 08 Short Answer (in about 10 to 20 words)	8 x 2= 16 Marks	Internal assessments are class participation, assignment/ presentation/ quiz/class test	8 x 1= 08 Marks	Internal assessments are class participation, assignment/ presentation/ quiz/class test
Section B: 04 Medium Answer Type with Alternatives (in about 200 to 250 words)	4x 6 = 24 Marks		4x 3 = 12 Marks	
Section C: 02 out of 04 Long Answer Type (in about 400 to 500 words) Questions to be attempted	2 x 16 = 32 Marks		2 x 08 = 16 Marks	
Total Marks In each Course	4x25= 100* Marks		2x25= 50* Marks	

*N. B: The distribution of the marks is based on the rationale that 1(one) credit = 25 marks (External 18 + Internal 07)



Table 7: CLOs-PLOs Mapping Matrix for all the courses (CW+CW)

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average CLO
MTTMCTP125	3.00	3.00	2.00	2.25	2.00	3.00	2.54
MTTMCTS125	1.25	2.75	1.25	3.00	1.00	3.00	2.04
MTTMCTG125	2.75	2.25	2.25	1.50	2.50	2.75	2.33
MTTMCTB125	2.00	3.00	2.00	2.00	3.00	3.00	2.50
MTTMCFV125	2.50	2.50	2.00	2.50	2.50	2.00	2.33
MTTMDSI125	3.00	2.00	1.00	1.50	3.00	2.00	2.08
MTTMDHS125	3.00	3.00	2.00	2.50	2.50	2.00	2.50
MTTMDTF125	3.00	2.00	2.00	1.50	2.50	2.00	2.17
MTTMDMS125	1.50	3.00	1.00	3.00	1.00	3.00	2.08
MTTMDTM125	3.00	2.50	1.50	2.00	2.00	1.00	2.00
MTTMDTE125	3.00	2.50	2.50	1.50	2.00	2.00	2.25
MTTMCTP225	3.00	2.50	2.50	1.75	2.50	2.25	2.42
MTTMCTH225	1.75	2.75	2.25	2.75	1.75	3.00	2.38
MTTMCTE225	1.75	3.00	2.00	3.00	2.00	3.00	2.46
MTTMCEV225	1.50	2.50	2.25	3.00	1.25	3.00	2.25
MTTMCFV225	2.25	2.25	2.50	2.50	2.25	2.25	2.33
MTTMDTT225	2.00	3.00	1.00	3.00	1.00	3.00	2.17
MTTMDTM225	3.00	2.50	2.50	1.50	2.00	2.00	2.25
MTTMDAM225	2.50	3.00	1.50	1.50	1.50	1.00	1.83
MTTMDFO225	3.00	3.00	3.00	2.00	2.00	3.00	2.67
MTTMDHT225	3.00	2.00	1.50	1.00	2.00	3.00	2.08
MTTMDOB225	3.00	3.00	2.00	3.00	2.00	3.00	2.67
MTTMCHT325	2.50	2.25	2.50	2.00	2.25	3.00	2.42
MTTMCTR325	3.00	2.00	1.25	1.75	2.50	2.00	2.08
MTTMCAT325	2.50	2.50	2.00	1.50	2.75	2.50	2.29
MTTMCRM325	1.25	2.00	3.00	2.25	2.25	3.00	2.29
MTTMDLE325	2.50	2.00	1.00	1.50	2.50	2.00	1.92
MTTMDAI325	2.00	3.00	3.00	2.00	2.00	3.00	2.50
MTTMDRL325	2.00	2.50	1.50	1.50	2.00	2.00	1.92
MTTMDCB325	2.50	2.50	2.00	1.50	2.50	2.00	2.17
MTTMDFM325	2.50	3.00	1.50	1.50	1.00	1.00	1.75
MTTMDEN325	2.00	3.00	2.00	1.00	2.00	3.00	2.17
MTTMDHO325	3.00	3.00	3.00	2.00	2.50	3.00	2.75
MTTMCDA425	3.00	2.50	2.25	1.75	2.00	3.00	2.42
MTTMCMA425	3.00	2.00	2.50	1.25	3.00	2.75	2.42
MTTMCWT425	3.00	2.00	2.50	2.00	3.00	2.75	2.54
MTTMCIN425	2.25	2.50	2.25	2.25	2.25	2.25	2.29
MTTMDHR425	2.00	2.00	2.00	2.00	1.50	2.00	1.92
MTTMDFB425	3.00	3.00	3.00	2.00	2.50	3.00	2.75
MTTMDET425	2.50	2.50	2.00	1.00	3.00	1.50	2.08
MTTMDST425	3.00	3.00	2.00	3.00	2.00	3.00	2.67
MTTMDAM425	3.00	3.00	2.00	1.00	2.00	3.00	2.33
MTTMDTT425	2.50	3.00	2.50	2.50	2.00	3.00	2.58
MTTMDIP425	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Average PLO	2.52	2.60	2.07	2.01	2.15	2.50	2.30



Table 8: CLOs-PLOs Mapping Matrix for all the courses (CW+R)

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average CLO
MTTMCTP125	3.00	3.00	2.00	2.25	2.00	3.00	2.54
MTTMCTS125	1.25	2.75	1.25	3.00	1.00	3.00	2.04
MTTMCTG125	2.75	2.25	2.25	1.50	2.50	2.75	2.33
MTTMCTB125	2.00	3.00	2.00	2.00	3.00	3.00	2.50
MTTMCFV125	2.50	2.50	2.00	2.50	2.50	2.00	2.33
MTTMDSI125	3.00	2.00	1.33	1.67	3.00	2.53	2.26
MTTMDHS125	3.00	3.00	2.00	2.50	2.50	2.00	2.50
MTTMDTF125	3.00	2.00	2.00	1.50	2.50	2.00	2.17
MTTMDMS125	1.50	3.00	1.00	3.00	1.00	3.00	2.08
MTTMDTM125	3.00	2.50	1.50	2.00	2.00	1.00	2.00
MTTMDTE125	3.00	2.50	2.50	1.50	2.00	2.00	2.25
MTTMCTP225	3.00	2.50	2.50	1.75	2.50	2.25	2.42
MTTMCTH225	1.75	2.75	2.25	2.75	1.75	3.00	2.38
MTTMCTE225	1.75	3.00	2.00	3.00	2.00	3.00	2.46
MTTMCEV225	1.50	2.50	2.25	3.00	1.25	3.00	2.25
MTTMCFV225	2.25	2.25	2.5	2.5	2.25	2.25	2.33
MTTMDTT225	2.00	3.00	1.00	3.00	1.00	3.00	2.17
MTTMDTM225	3.00	2.50	2.50	1.50	2.00	2.00	2.25
MTTMDAM225	2.50	3.00	1.50	1.50	1.50	1.00	1.83
MTTMDFO225	3.00	3.00	3.00	2.00	2.00	3.00	2.67
MTTMDHT225	3.00	2.00	1.50	1.00	2.00	3.00	2.08
MTTMDOB225	3.00	3.00	2.00	3.00	2.00	3.00	2.67
MTTMCHT325	2.50	2.25	2.50	2.00	2.25	3.00	2.42
MTTMCTR325	3.00	2.00	1.25	1.75	2.50	2.00	2.08
MTTMCAT325	2.50	2.50	2.00	1.50	2.75	2.50	2.29
MTTMCRM325	1.25	2.00	3.00	2.25	2.25	3.00	2.29
MTTMDLE325	2.50	2.00	1.00	1.50	2.50	2.00	1.92
MTTMDAI325	2.00	3.00	3.00	2.00	2.00	3.00	2.50
MTTMDRL325	2.00	2.50	1.50	1.50	2.00	2.00	1.92
MTTMDCB325	2.50	2.50	2.00	1.50	2.50	2.00	2.17
MTTMDFM325	2.50	3.00	1.50	1.50	1.00	1.00	1.75
MTTMDM325	2.00	3.00	2.00	1.00	2.00	3.00	2.17
MTTMDHO325	3.00	3.00	3.00	2.00	2.50	3.00	2.75
MTTMCRE425	2.00	2.00	3.00	2.00	3.00	3.00	2.50
MTTMCDT425	2.25	2.00	2.75	2.75	2.25	2.25	2.38
Average PLO	2.42	2.56	2.03	2.04	2.11	2.46	2.27



Scheme for Master of Tourism and Travel Management (MTTM)

Semester 1st (Course Work +Course Work)												
NC/F Credit Level	Course Code	Course Title	Course Level	Credits		Paper Category	Credit Distribution				Contact Hour	
							L	T	P	S		
6	MTTMCPT125	Tourism Concepts and Principles	400	4	18	C	3	1	-	-	60	
	MTTMCST125	Travel Services Management	400	4		C	3	1	-	-	60	
	MTTMTG125	Tourism Geography and Spatial Sciences	400	4		C	3	1	-	-	60	
	MTTMCB125	Business Communication and Personality Development	400	4		C	3	1	-	-	60	
	MTTMCV125	Destination Research & Field Visit – I (DRFV)	400	2		C	-	-	1	1	60	
	Note: All candidates are required to opt for three courses of two credits each from the following Discipline Centric Elective Courses (D).											
	MTTMDSI125	Special Interest Tourism in J&K	400	2	6	-	D	1	1	-	-	30
	MTTMDHS125	Hospitality Services Management	400	2		D	1	1	-	-	30	
	MTTMDTF125	Theoretical Foundations of Tourism	400	2		D	1	1	-	-	30	
	MTTMDMS125	Management Sciences in Tourism	400	2		D	1	1	-	-	30	
	MTTMDTM125	Travel Media and Journalism	400	2		D	1	1	-	-	30	
	MTTMDTE125	Tourism Economics	400	2		D	1	1	-	-	30	
Total Credits				24								

Semester 2nd (Course Work +Course Work)											
NC/F Credit Level	Course Code	Course Title	Course Level	Credits		Paper Category	Credit Distribution				Contact Hour
							L	T	P	S	
6	MTTMCPT225	Tourism Policy and Planning	400	4	20	C	3	1	-	-	60
	MTTMCPT225	Tourism Hospitality & Leisure Marketing	400	4		C	3	1	-	-	60
	MTTMCET225	Tour Guiding and Escorting	400	4		C	3	1	-	-	60
	MTTMCIV225	Entrepreneurship and Venture Creation in Tourism	400	4		C	3	1	-	-	60
	MTTMCV225	Destination Research & Field Visit – II (DRFV)	400	4		C	-	-	3	1	120
	Note: All candidates are required to opt for two courses of two credits each from the following Discipline Centric Elective Courses (D).										
	MTTMDT1225	Tourist Transport Management	400	2	4	D	1	1	-	-	30
	MTTMDTM225	Tourism Models and Knowledge Systems	400	2		D	1	1	-	-	30
	MTTMDAM225	Accounting for Tourism Managers	400	2		D	1	1	-	-	30
	MTTMDFO225	Front Office Management	400	2		D	1	1	-	-	30
	MTTMDHT225	Historical Tourism Resources of J&K	400	2		D	1	1	-	-	30
	MTTMDOR225	Organisational Behaviour in Tourism	400	2		D	1	1	-	-	30
Total Credits				24							



Semester 3rd (Course Work + Course Work)											
NCIF Credit Level	Course Code	Course Title	Course Level	Credits		Paper Category	Credit Distribution				Contact Hour
							L	T	P	S	
	MTTMCHE325	Heritage Tourism Management	500	4	16	C	3	1	-	-	60
	MTTMCIR325	Tourism Resources of India	500	4		C	3	1	-	-	60
	MTTMCAT325	Adventure Tourism Management	500	4		C	3	1	-	-	60
	MTTMCRM325	Research Methodology	500	4		C	3	1	-	-	60
	Note: All candidates are required to opt for four courses of two credits each from the following Discipline Centric Elective Courses (D).										
6.5	MTTMDLE325	Laws & Ethics in Tourism & Hospitality	500	2	8	D	1	1	-	-	30
	MTTMDAI325	Artificial Intelligence in Tourism & Hospitality	500	2		D	1	1	-	-	30
	MTTMDRI325	Recreation & Leisure Programming	500	2		D	1	1	-	-	30
	MTTMDCB325	Consumer Behaviour in Tourism	500	2		D	1	1	-	-	30
	MTTMDFM325	Financial Management in Tourism	500	2		D	1	1	-	-	30
	MTTMDPM325	Event Management	500	2		D	1	1	-	-	30
	MTTMDHO325	Housekeeping Operations	500	2		D	1	1	-	-	30
Total Credits						24					

Semester 4th (Course Work +Course Work)											
NCIF Credit Level	Course Code	Course Title	Course Level	Credits		Paper Category	Credit Distribution				Contact Hour
							L	T	P	S	
6.5	MTTMCDM425	Destination Management	500	4	16	C	3	1	-	-	60
	MTTMCSD425	Sustainable Tourism Development	500	4		C	3	1	-	-	60
	MTTMCWT425	World Tourism Resources	500	4		C	3	1	-	-	60
	MTTMCIN425	Internship	500	4		C	-	-	3	1	120
	Note: All candidates are required to opt for four courses of two credits each from the following Discipline Centric Elective Courses (D).										
	MTTMDHR425	Human Resource Management	500	2	8	D	1	1	-	-	30
	MTTMDFB425	Food & Beverages Operations	500	2		D	1	1	-	-	30
	MTTMDUT425	Eco-Tourism Management	500	2		D	1	1	-	-	30
	MTTMDST425	Strategic Tourism Management	500	2		D	1	1	-	-	30
	MTTMDAM425	Aviation Management	500	2		D	1	1	-	-	30
	MTTMDIT425	Tourism Technology	500	2		D	1	1	-	-	30
	MTTMDIP425	Itinerary Preparations	500	2		D	1	1	-	-	30
	Total Credits				24						



Semester 4th (Course Work + Research)											
NG/F Credit Level	Course Code	Course Title	Course Level	Credits		Paper Category	Credit Distribution				Contact Hour
							L	T	P	S	
6.5	MTTMCRE425	Research Ethics and Publication	500	4	24	C	3	1	-	-	60
	MTTMCDD425	Dissertation	500	20		C	-	-	20	-	600
Total Credits					24						

L-Lecture; T-Tutorial; P-Practical; S-Social Credit

(A) One-Week Destination Research & Field Visit – I (MTTMCDFV125)

This course aims to give students experiential learning through a structured one-week field visit to key tourism destinations across Kashmir. The main goal is to help students gather first-hand data on essential destination elements such as tourist attractions, accessibility, accommodations, amenities, activities, and the cultural and environmental settings. These visits will provide students with practical insights into destination dynamics, enable them to assess tourism potential, and critically analyse the challenges that affect the competitiveness and sustainability of these destinations.

Structure

1. Destination Research & Field Visit - I (DRFV)

- One-week DRFV will be conducted during the first semester to expose students to nearby tourism destinations in Kashmir.
- Students will visit selected destinations to gather comprehensive information about various aspects, including attractions, accessibility, accommodation options, amenities, activities, local culture, climate, safety measures, and security.
- Each visit will be followed by the submission of a detailed report covering the five A's and addressing issues hindering the sustainable development of the destinations.

2. Assessment

- The DRFV component will carry two credits of 60 hours practical, with a total of 50 marks.
- Evaluation will be divided into two parts and both are compulsory:
 - 25 marks for the evaluation of the report
 - 25 marks for the presentation followed by a Viva-Voce of the report, where students will communicate their findings and insights.

3. Methods of Evaluation

The report will be evaluated on the following criteria:

- Participation in Planning, Designing & Execution: Students will be assessed based on their involvement in planning and executing the DRFV, including logistical arrangements and itinerary design.
- Collection of information about Destinations: Evaluation will focus on the thoroughness and accuracy of the information collected by students during their visits.

[Signature]
Department of
Hospitality & Leisure
University of Kashmir
Srinagar



- Presentation followed by Viva: The effectiveness of students' presentations in conveying their findings and proposed solutions will be assessed.

(B) Two Weeks Destination Research & Field Visit (MTTMCFV225) – II (DRFV)

The primary objective of the Two Weeks DRFV-III is to allow students to study tourism destinations from various perspectives, including tourist satisfaction, destination loyalty, profitability, and feasibility of tourism business establishments. This program aims to familiarise students with major tourism destinations of national importance in and around Kashmir, providing hands-on experience in designing itineraries, making reservations, booking accommodations, arranging sightseeing, and interacting with stakeholders.

Structure:

1. Destination Research & Field Visit (DRFV)

- The Two Weeks DRFV will be conducted at the end of the first semester during the winter vacation, providing students with ample time to immerse themselves in experiential learning by visiting tourism destinations within the country.
- Students will engage in activities such as designing itineraries, making reservations, booking accommodations, arranging sightseeing, and interacting with tourists, community members, service providers, and government tourism officials.
- The visit aims to provide students with practical experience in tourism business operations and an understanding of the factors influencing tourist satisfaction and destination loyalty.

2. Assessment

- The DRFVs component will carry 4 credits of 120 hours practical, with a total of 100 marks.
- Evaluation will be divided into two parts comprising compulsory criteria of:
 - 50 marks for the evaluation of the report.
 - 50 marks for presentation cum viva

3. Logistical Arrangements

- Students will be assigned the job of arranging train/bus tickets and accommodation for the group.
- Incharge faculty advisors may provide suggestions for itinerary planning and destination selection.
- The university will reimburse the cost of train/bus tickets and daily allowance, accommodation as per established norms.

Guidelines for Conducting of DRFVs

1. Preparation of Itinerary

- Each DRFV team shall prepare a detailed itinerary outlining the destinations to be visited, activities planned, accommodations, transportation arrangements, and estimated costs.
- The itinerary will be presented by each team in the classroom for discussion and feedback from faculty members.



2. Approval of Itinerary

- Faculty members will review and approve the proposed itinerary, considering its merits, feasibility, and adherence to guidelines and standard operating procedures.

3. Destination Familiarization Activities

- DRFV activities shall strictly adhere to the approved itinerary and guidelines provided.
- Students will engage in activities such as visiting tourist attractions, interacting with locals, assessing accommodation options, and exploring transportation networks.

4. Cost Coverage

- The cost of destination familiarization will be partly covered by the field tour fund as per the university norms.
- Fares for normal concessional sleeper class train tickets and bus tickets, as well as DA costs within university norms, will be eligible for reimbursement.
- In cases where concessional train tickets are unavailable or due to itinerary constraints, the cost of full sleeper class train tickets may be reimbursed.
- Actual expenditures incurred during destination familiarization will be approved for reimbursement or settlement from the allocated budget.

By following these guidelines, the DRFVs can be conducted effectively, ensuring thorough destination familiarization while managing costs and adhering to university policies and procedures.

Mechanism for the conduct of DRFV

1. Preparation of Destination Familiarization Itinerary

- Each group of students will prepare a comprehensive itinerary detailing the destinations to be visited, activities planned, transportation arrangements, and accommodation options.

2. Group Presentation of Itinerary

- Groups will present their destination familiarization itinerary to the faculty for review and feedback.

3. Approval of Itinerary

- The faculty will review and approve the proposed itinerary, ensuring alignment with the objectives of the DRFVs and adherence to guidelines.

4. Submission of Destination Familiarization Budget

- Each group will submit a budget detailing the anticipated expenses for the destination familiarization activities.
- The budget will be reviewed and approved by the faculty to ensure adequate funding for the planned activities.

5. Booking of Tickets and Hotel Rooms

- Students will be responsible for booking train/bus tickets and reserving hotel rooms.



- If advance amounts from the university are not received, students will cover the costs of booking tickets and hotel rooms on their own.

6. Destination Familiarization Orientation Sessions

- Faculty will conduct orientation sessions to guide the do's and don'ts during the familiarization of destinations.
- These sessions will ensure that students are well-prepared and aware of their responsibilities during the DRFVs.

7. Daily Updates to Faculty Advisors

- Students will provide daily updates on their experiences and progress to their respective faculty advisors.
- This regular communication will enable faculty members to monitor the students' activities and offer support as needed.

8. Photographs

- Students will capture individual/group photographs and photographs with tourists, community members, service providers, and tourism offices at the visited destinations.
- These photographs will serve as visual documentation of the DRFV experiences.

D) Internship (4 Credits)

The students shall undertake an internship at reputed tourism, hospitality, aviation and travel organizations for a period of 8 weeks at the end of 3rd semester during the winter vacation. The students shall strive to get acquainted with functional exposure and learn the nitty-gritty of the organisation where they have been deputed for their respective internships.

The Internship (MTTMCIN425) shall be evaluated by company supervisor and by external examiner followed by project viva-voce conducted by the panel of experts.

The evaluation of Internship shall consist of three parts.

1. Firstly, evaluation shall be done by the company supervisor where student is placed and shall have a weightage of 25 marks.
2. Secondly, evaluation shall also be done by the external evaluator, to be appointed by the Head, Department of Tourism, Hospitality & Leisure Studies, University of Kashmir from the panel and shall have a weightage of 25 marks.
3. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have weightage of 50 marks.

Panel for Evaluation

- a) Head, Department of Tourism, Hospitality & Leisure Studies as Chairman;
- b) One External Examiner from the panel submitted by the Head of the Department and duly approved by the Honourable Vice Chancellor.
- c) Two teachers of the department are to be nominated by the Head of the Department.


HEAD
Department of Tourism,
Hospitality & Leisure Studies
University of Kashmir
Srinagar



Note: "All students must submit a plagiarism report along with their internship report. The similarity index must not exceed 20%, and the report's content must be free from AI-generated material. Proper plagiarism screening to ensure academic integrity is a mandatory requirement for report submission."

E) Dissertation (20 Credits)

The Dissertation component of the program for the students opting for (CW+R) mode aims to provide students with the opportunity to undertake independent research and develop confidence in analyzing problems and issues in tourism, hospitality, aviation and allied sectors. Here are the key components and guidelines for conducting the Dissertation:

1. Objective

- The Dissertation serves as a major individual research project in the fourth semester.
- It aims to test students' abilities to understand and apply theories, concepts, and analytical tools to real-world problems.

2. Credits and Structure

- The Dissertation carries 20 Credits and students are expected to present the intricacies and implications of their research during a viva-voce examination conducted at the end of the semester.

3. Nature of the Project

- The Dissertation should be a critical exposition, utilizing reasoning power and knowledge of relevant literature in the field of tourism.
- Emphasis is on applied research, investigating practical problems or issues related to tourism destinations, products, and activities.

4. Research Process

- The Students will commence the study immediately after the completion of their third semester under the supervision of a supervisor to be allotted by Head of the Department.
- They are required to define the area of investigation, design the research process, gather relevant data, analyse the data, draw conclusions, and make recommendations.
- Regular contact with the assigned supervisor must be maintained, and drafts of work are provided for continuous verification and guidance.

5. Structure of the Dissertation Report

The final report should follow a standardised format:

- a) Title Page
- b) Certificate by Supervisor
- c) Declaration by the Student
- d) Acknowledgements


HEAD
Department of Tourism,
Hospitality & Leisure Studies
University of Kashmir
Srinagar



- e) Table of Contents
- f) List of Tables and Figures
- g) Abstract (250–300 words)
- h) Chapter 1: Introduction (Background, Rationale, Objectives, Scope, Structure)
- i) Chapter 2: Literature Review
- j) Chapter 3: Research Methodology (Research design, sampling, tools)
- k) Chapter 4: Data Analysis and Interpretation
- l) Chapter 5: Findings and Discussion
- m) References (APA Style)
- n) Appendices (Questionnaires, maps, etc.)

6. Evaluation

- The Dissertation and Viva-Voce Examination will be evaluated by both an external examiner and an internal examiner (Supervisor).
- External examiners are approved by the Vice Chancellor from a panel submitted by the Head of the Department.
- The Dissertation (MTTMCDD425) shall be evaluated by an internal and external examiner, followed by a viva-voce examination conducted by a panel of experts. The evaluation of the Dissertation shall consist of three parts.
 - a. Firstly, the evaluation shall be conducted by the concerned supervisor and will carry a weight of 50 marks, based on the student's performance during the completion of the dissertation.
 - b. Secondly, the evaluation shall be carried out by the external evaluator, appointed by the Head of the Department of Tourism, Hospitality & Leisure Studies, University of Kashmir, from the panel, and will carry a weight of 250 marks.
 - c. Lastly, the evaluation will be conducted by the panel of experts through a Viva-Voce with the student, and will carry a weight of 200 marks.

7. Viva-Voce Mechanism

Conducted by a panel consisting of:

- a) Head, Department of Tourism, Hospitality & Leisure Studies as Chairman;
- b) One External Examiner from the panel submitted by the Head of the Department and duly approved by the Honourable Vice-Chancellor.
- c) Concerned supervisor and teachers of the department.

Mechanism

- a. The student presents their research findings through a structured PowerPoint Presentation.



- b. The panel may ask questions on any part of the research (problem, theory, data analysis, discussion).
- c. Presentation Duration: 30 minutes + 20 minutes Q&A

8. Plagiarism Report

All students are required to submit a plagiarism report along with the submission of their dissertations. The similarity index must not exceed 20%, and the project content must be free from AI-generated material. Maintaining academic integrity via proper plagiarism screening is a mandatory part of the report submission process.


HEAD
Department of Tourism
Hospitality & Leisure
University of Kashmir
Srinagar

Members of Board of Studies

			
Dr. Keyaz Ahmad Qureshi Head DTHLS, University of Kashmir (Chairman/Convener)	Dr. Shah Nawaz Ahmad Dar Sr. Assistant Professor DTHLS, University of Kashmir (Member)	Dr. Aljaz Ahmad Khaki Sr. Assistant Professor DTHLS, University of Kashmir (Member)	Mr. Inder Puneet Johar Assistant Professor DTHLS, University of Kashmir (Member)
			
Mr. Manzoor Ahmad Khan Assistant Professor DTHLS, University of Kashmir (Member)	Dr. Zubair A. Dada Assistant Professor Tourism Management, DDE, University of Kashmir (Co-opted member)	Dr. Aljaz Akbar Mir Professor DMS, University of Kashmir (Member)	Dr. Jawaid Iqbal Khan Associate Professor DoE, University of Kashmir (Member)
			
Mr. Waseem Ahmad Bhat Senior Research Scholar (DTHLS) (Member)	Mr. Muneer Ahmad Kaphkari Senior Research Scholar (DTHLS) (Member)	Head DTTM, Government College for Women, Anantnag (Member)	Dr. Asif Iqbal Fazili Associate Professor Department of Management Studies, IUST (Member)
			
Dr. Ramjit Singh Sr. Assistant Professor Department of Tourism Studies, CLUK (Member)	Dr. Mushtaq Ahmad Siddiqi Professor (Chief Coordinator NEP) University of Kashmir	Prof. Mohammad Ashraf Consultant NEP University of Kashmir	Assistant Registrar, Academic University of Kashmir


Chairman



Department of Tourism, Hospitality & Leisure Studies

University of Kashmir, Srinagar-190006

NAAC Accredited Grade "A+"

NOTES

No. F(PG-BOS)/DTHLS/KU/2025

Minutes of the Postgraduate Board of Studies (PGBOS)

Date: July 14, 2025, Monday

Time: 11:00 A.M.

Venue: Office chamber of the Head of Department

A meeting of the Postgraduate Board of Studies (PGBOS) was held on July 14, 2025 at 11:00 A.M. under the chairmanship of Dr. Reyaz A. Qureshi, Head, Department of Tourism, Hospitality & Leisure Studies. The Meeting was attended by the following members.

Agenda: The agenda of this meeting is to discuss and finalize the scheme and syllabus for proposed Two-Year and One-Year Masters programme in Tourism and Travel Management under NEP 2020 scheme to be effective from 2025 onwards.

Members Present:

- | | |
|--|-----------------------|
| 1. Dr. Reyaz Ahmad Qureshi
Head, Department of Tourism, Hospitality & Leisure Studies
University of Kashmir | Chairman |
| 2. Dr. Shah Nawaz Ahmad Dar
Sr. Assistant Professor, Department of Tourism, Hospitality & Leisure Studies
University of Kashmir | Member |
| 3. Dr. Ali Jaz Ahmad Khaki
Sr. Assistant Professor, Department of Tourism, Hospitality & Leisure Studies
University of Kashmir | Member |
| 4. Mr. Inder Puneet Johar
Assistant Professor, Department of Tourism, Hospitality & Leisure Studies
University of Kashmir | Member |
| 5. Mr. Manzoor Ahmad Khan
Assistant Professor, Department of Tourism, Hospitality & Leisure Studies
University of Kashmir | Member |
| 6. Dr. Zubair A. Dada
Assistant Professor, Tourism Management,
Centre for Distance & Online Education, University of Kashmir | Member |
| 7. Prof. Ali Jaz Akbar Mir
Professor, Department of Management Studies, University of Kashmir | Member |
| 8. Dr. Javed Iqbal Khan
Associate Professor, Department of Economics, University of Kashmir | Member |
| 9. Mr. Waseem Ahmad Bhat
Senior Research Scholar, Department of Tourism, Hospitality & Leisure Studies
University of Kashmir | Member |
| 10. Mr. Munir Ahmad Kashkari
Senior Research Scholar, Department of Tourism, Hospitality & Leisure Studies
University of Kashmir | Member |
| 11. Head,
Department of Tourism & Travel Management,
Government College for Women, Anantnag | Member |
| 12. Dr. Aulif Iqbal Fazli
Associate Professor, Department of Management Studies
Islamic University of Science & Technology, Awantipora | Member |
| 13. Dr. Ramjit Singh
Sr. Assistant Professor, Department of Tourism Studies
Central University of Kashmir | Member |
| 14. Dr. Mushtaq Ahmad Siddiqi
Professor, Department of Management Studies
University of Kashmir | Chief Coordinator NEP |
| 15. Prof. Mohammad Ashraf
University of Kashmir | Consultant NEP |
| 16. Assistant Registrar,
Academic, University of Kashmir | |

Dr. Reyaz Ahmad Qureshi
HEAD
Department of Tourism,
Hospitality & Leisure
University of Kashmir

Proceedings and Resolutions

1. **Welcome address:** The Head of the Department at the outset welcomed the members and briefed them about the agenda of the meeting.
2. **Presentation of Draft Structure:** The draft structure and syllabus for the 2- Year and 1-Year Master's Programme in Tourism and Travel Management were presented before the board for consideration.
3. **Deliberation:** Members thoroughly discussed the structure, course content, credit distribution, scheme and syllabus.
4. **Recommendations:**
 - Minor modifications were suggested and the same were incorporated in the scheme and syllabus
 - Based on the valuable discussion made by the members, the course design and structure has been finalized. [See Annexure - I]
 - The revised draft structure has been recommended by the board for approval.
5. **Resolution:** The PGBOS unanimously resolved to forward the recommended syllabus and structure for 2-Year and 1-Year Master's Programme in Tourism and Travel Management (MTTM) under NEP-2020 scheme to the concerned statutory bodies for approval (Batches 2025 and onwards).

The meeting concluded with a vote of thanks to the Chair.

Signature of the Members



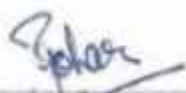
Dr. Reyaz Ahmad Qureshi



Dr. Shahnawaz Ahmad Dar



Dr. Aliq Ahmad Khaki



Mr. Indu Puneet Johar



Mr. Mankoor Ahmad Khan



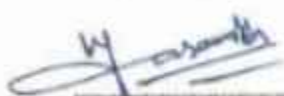
Dr. Zubair A. Dada



Dr. Aliq Akbar Mir



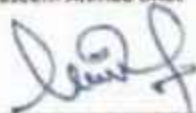
Dr. Javaid Iqbal Khan



Mr. Waseem Ahmad Bhat



Mr. Muneer Ahmad Kas'kari



Head, DTTM, GCW, Anantnag



Dr. Asif Iqbal Fazil



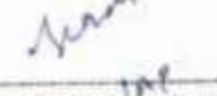
Dr. Ramjit Singh



Dr. Mushtaq Ahmad Siddiqi



Prof Mohammad Ashraf



Assistant Registrar, Academic, UoK



MTTM

SEMESTER-I

(Course Work + Course Work)

Semester I (Course Work + Course Work)											
NCF Credit Level	Course Code	Course Title	Course Level	Credits	Paper Category	Credit Distribution				Contact Hour	
						L	T	P	S		
6	MTTMCTP125	Tourism Concepts and Principles	400	4	18	C	3	1	-	-	60
	MTTMCTS125	Travel Services Management	400	4		C	3	1	-	-	60
	MTTMCTG125	Tourism Geography and Spatial Sciences	400	4		C	3	1	-	-	60
	MTTMCTB125	Business Communication and Personality Development	400	4		C	3	1	-	-	60
	MTTMCFV125	Destination Research & Field Visit – I (DRFV)	400	2		C	-	-	1	1	60
	<i>Note: All candidates are required to opt for three courses of two credits each from the following Discipline Centric Elective Courses (D).</i>										
	MTTMDSI125	Special Interest Tourism in J&K	400	2	6	D	1	1	-	-	30
	MTTMDHS125	Hospitality Services Management	400	2		D	1	1	-	-	30
	MTTMDTF125	Theoretical Foundations of Tourism	400	2		D	1	1	-	-	30
	MTTMDMS125	Management Sciences in Tourism	400	2		D	1	1	-	-	30
	MTTMDTM125	Travel Media and Journalism	400	2		D	1	1	-	-	30
	MTTMDTE125	Tourism Economics	400	2		D	1	1	-	-	30
Total Credits				24							



Tourism Concepts and Principles

MTTM (1st Semester)

Total Credits: 04

Course Code: MTTMCTP125 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 28, Theory: Marks 72

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:
CLO 1: Explain the fundamental concepts, historical evolution, and current trends of tourism, including the key motivations and deterrents influencing tourist behaviour.

CLO 2: Identify and describe the core components of tourism—Attractions, Accessibility, and Hospitality—and analyse the significance of tourism demand, supply, and measurement tools.

CLO 3: Evaluate the economic, environmental, and socio-cultural impacts of tourism, and assess the role of tourism in regional development, national integration, cultural exchange, and promotion of peace.

CLO 4: Recognise the major national, regional, and international tourism organisations and explain their roles in the promotion, development, and regulation of tourism globally.

Unit 1: Introduction to Tourism

- Meaning and definitions of tourism
- Typology of tourism and classification of tourists
- Interdisciplinary approaches to the study of tourism
- Leiper's Model of Tourism System
- Concept and characteristics of the tourism product
- Major travel motivations and deterrents
- Historical evolution of tourism - Ancient to medieval period, Modern tourism and the Grand Tour
- Contemporary trends and the current scenario of the tourism industry

Unit 2: Tourism Industry

- Structure and basic components of the tourism industry
- Concept and types of tourist attractions
- Accessibility and the importance of transport services
- Modes of transportation used in tourism
- Concept and nature of the Hospitality sector in tourism
- Tourism infrastructure and superstructure
- Tourism statistics - Importance and methods of measuring tourism, Concepts of tourism demand and supply

Unit 3: Impacts of Tourism

- Overview of tourism impacts
 1. Economic impacts



2. Environmental
3. Socio-cultural

Unit 4: Tourism Organisations

- **Introduction to tourism organisations: origin, objectives, and functions**
 - a. International Organisations - UN Tourism (formerly UNWTO), World Travel & Tourism Council (WTTC), International Air Transport Association (IATA), International Civil Aviation Organisation (ICAO), Pacific Asia Travel Association (PATA)
 - b. National Organisations - Ministry of Tourism, Government of India, India Tourism Development Corporation (ITDC), Indian Heritage Academy (IHA), Federation of Hotel and Restaurant Associations of India (FHRAI), Indian Convention Promotion Bureau (ICPB)
 - c. Regional & State-Level Organisations: Department of Tourism, Government of Jammu & Kashmir, State Tourism Development Corporations
 - d. Supporting Organisations - Indian Railway Catering and Tourism Corporation (IRCTC), Airport Authority of India (AAI), Archaeological Survey of India (ASI), Directorate General of Civil Aviation (DGCA)

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMCTP125.1	3	3	2	3	2	3	2.66
MTTMCTP125.2	3	3	2	2	2	3	2.50
MTTMCTP125.3	3	3	2	2	2	3	2.50
MTTMCTP125.4	3	3	2	2	2	3	2.50
Average PLO	3.00	3.00	2.00	2.25	2.00	3.00	2.54

Suggested Readings

1. *Tourism, Principles, Practices, Philosophies* – Goeldner, C. & Ritchie, J.R., John Wiley, New Jersey
2. *Tourism Principles and Practices* – Swain, S.K. & Mishra, J.M. (2011), Oxford University Press, New Delhi
3. *The SAGE Handbook of Tourism Studies* – Jamal, T. & Robinson, M. (Eds.) (2009), Sage Publications, United Kingdom
4. *Tourism Principles and Practice* – Cooper, C. (2008), Prentice Hall, New Delhi
5. *Tourism and Pilgrimage* – Dar, S.A., Sarup Publications, New Delhi
6. *The Tourism System: An Introductory Text* – Mill and Morrison, Prentice Hall



Travel Services Management

MTTM (1st Semester)

Total Credits: 04

Course Code: MTTMCTS125 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 28, Theory: Marks 72

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course students shall be able to:

CLO 1: Trace travel-business evolution, India's agency growth timeline, and globally major milestones; define and distinguish travel agents and tour operators; analyse types, interrelations, and industry roles.

CLO 2: Explore travel agencies' roles, services by tour operators, organisational structures, approval/accreditation regulations, and revenue sources, including commissions and service charges.

CLO 3: Comprehend tour operator structures, organisational forms, departmental functions, and procedures for reservations and cancellations. Learn supplier commission structures and travel insurance benefits across hotels, airlines, cruises, car rentals, and rail travel.

CLO 4: Learn itinerary planning, costing, packaging, and promotion; understand RBI regulations, CRM, and tech use; manage travel documents, sales records, and explore the roles of DMC's and Visitor Information Centres effectively.

Unit 1: Evolution and History of Travel Business

- Historical development of the travel agency business in India
- Global timeline and milestones in the development of tourism
- Definition and roles of Travel Agent (TA) and Tour Operator (TO)
- Distinction and interrelationship between travel agents and tour operators
- Types of Travel Agencies and Tour Operators - Inbound, Outbound, Domestic, Ground Operators, Specialist Operators

Unit 2: Travel Agencies – Roles and Responsibilities

- Key services offered by Travel Agents and Tour Operators
- Comparative analysis of organizational types - Sole proprietorship, Partnership, Private Limited Company, Public Limited Company, Government regulations and approvals; Ministry of Tourism approval process, IATA accreditation: rules and procedures
- Revenue sources for travel agencies and tour operators - Commissions from suppliers, Mark-ups and service charges, Incentives and overrides

Unit 3: Organisational Structure of a Tour Operator

- Organisational structures in tour operations - Key departments and their functions; Operations, Reservations, Sales, Marketing, Accounts, HR
- Reservation and cancellation procedures for Hotels, Airlines, Cruise liners, Car rentals, Rail travel
- Commission structures from service providers



- Overview of Travel Insurance - Types of travel insurance, Advantages and importance in tour operations

Unit 4: Tour Designing and Operations

- Tour Designing - Itinerary preparation, Costing and pricing of tour packages, Tour packaging and promotion strategies
- RBI regulations and foreign exchange guidelines for tour operators
- Use of technology in tour operations - CRM systems, Online booking tools, Virtual tours
- Customer Relationship Management (CRM) in tourism
- Common documents used in travel operations - Vouchers (Hotel & Airline), Exchange Orders, PAX Docket, Status Report, Daily Sales Record
- Role of Destination Management Companies (DMCs) and Visitor Information Centres

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMCTS125.1	2	3	1	3	1	3	2.16
MTTMCTS125.2	1	3	2	3	1	3	2.16
MTTMCTS125.3	1	2	1	3	1	3	1.83
MTTMCTS125.4	1	3	1	3	1	3	2.00
Average PLO	1.25	2.75	1.25	3.00	1.00	3.00	2.04

Suggested Readings

1. *The Business of Travel Agency Operations and Administration* – Foster, D.L., McGraw-Hill, Singapore
2. *How to Open and Run a Money Making Travel Agency* – Frenmount, P., John Wiley and Sons, New York
3. *Professional Travel Agency Management* – Gee, Chuck and Y. Makens, Prentice Hall, New York
4. *The Business of Tourism* – Holloway, J.C., Pitman
5. *Guide to Starting and Operating Successful Travel Agency* – Stevens, Laurence, Delmar Publishers Inc., New York
6. *Manual of Travel Agency Practice* – Syraff, G., Butterworth, Oxford



Tourism Geography and Spatial Sciences

MTTM (1st Semester)

Total Credits: 04

Course Code: MTTMCTG125 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 28, Theory: Marks 72

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course students shall be able to:

CLO 1: Demonstrate the scope, importance, and historical evolution of tourism geography and analyse global tourist flows' spatial distribution and seasonality.

CLO 2: Assess how physical geography—landforms, climate, water bodies, and ecosystems—shapes tourist destinations and influences travel patterns

CLO 3: Evaluate the cultural and geopolitical factors affecting tourism, and identify the role of cultural landscapes and heritage in shaping tourism experiences.

CLO 4: Apply geospatial techniques and spatial analysis tools to map tourism resources, profile destinations, and support data-driven decision-making in tourism planning.

Unit 1: Introduction to Travel Geography

- Definition and scope of tourism geography
- Historical perspective on tourism geography
- Importance of geography in travel and tourism
- Components of travel geography
- Seasonality and tourism
- Types and characteristics of tourist destinations
- Spatial distribution of tourist flows

Unit 2: Physical Geography and Tourism

- Landforms and their influence on travel destinations
- Climate and its impact on travel patterns
- Water bodies and their significance for travel and tourism
- Ecosystems and biodiversity as attractions for travellers



Unit 3: Cultural Geography and Tourism

- Cultural landscapes and their role in shaping tourism experiences
- Heritage sites and their significance in tourism
- Cultural diversity and its impact on tourism development
- Socio-cultural factors influencing travel behaviour
- Geopolitical factors influencing travel patterns

Unit 4: Spatial Analysis in Tourism Geography

- Geospatial technologies in tourism and planning
- Spatial distribution of tourism resources and activities
- Mapping and visualization techniques for travel geography
- Destination profiling and market segmentation

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTMCTG125.1	3	2	2	1	2	3	2.17
MTMCTG125.2	3	2	2	1	3	3	2.33
MTMCTG125.3	3	2	2	2	3	2	2.33
MTMCTG125.4	2	3	3	2	2	3	2.50
Average (PLO)	2.75	2.25	2.25	1.50	2.50	2.75	2.30

Suggested Readings

1. Boniface, B. & Cooper, C. (2005). *Worldwide Destinations: The Geography of Travel and Tourism*. Oxford: Butterworth-Heinemann.
2. Burton, R. (1995). *Travel Geography*. Marlow Essex: Pitman Publishing.
3. Hall, C.M. (1999). *Geography of Travel and Tourism*. London: Routledge.
4. Hall, C.M. & Page, S.J. (2006). *The Geography of Tourism and Recreation: Environment, Place and Space* (3rd ed.). London: Routledge.
5. Robinson, H.A. (1976). *Geography of Tourism*. London: MacDonald & Evans Ltd.



Business Communication and Personality Development

MTTM (1st Semester)

Total Credits: 04

Course Code: MTTMCTB125 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 28, Theory: Marks 72

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course students shall be able to:

CLO 1: Explain the concept and importance of communication, identify various communication channels, and demonstrate strategies to overcome communication barriers, especially in the context of tourism and cross-cultural interactions.

CLO 2: Demonstrate proficiency in verbal and written communication by applying speaking, listening, telephone etiquette, and public speaking skills; and compose professional documents such as business letters, reports, résumés, memos, and proposals.

CLO 3: Interpret the elements and features of non-verbal communication, including kinesics and the 7 Cs of effective communication, and apply these concepts through structured language laboratory exercises.

CLO 4: Analyse personality traits, leadership styles, and interpersonal skills; and develop time management, decision-making, emotional intelligence, teamwork, positive attitude, and problem-solving abilities for personal and professional growth.

Unit 1: Basics of Communication

- Concept and Functions of Communication
- Types of Communication (Verbal, Non-verbal, Written, Visual)
- Communication Process and Models
- Communication Channels and Networks
- Barriers to Communication and Overcoming Strategies
- Role of Communication in the Tourism Industry
- Intercultural Communication and Cultural Sensitivity
- Barriers to Intercultural Communication

Unit 2: Verbal and Written Communication

- Oral Communication: Characteristics and Importance
- Listening and Speaking Skills in Tourism Context
- Telephone Etiquette and Virtual Communication
- Public Speaking: Strategies and Confidence Building
- Written Communication: Types and Advantages
- Writing Business Letters, Reports, Résumés, Memos, and Proposals



Unit 3: Non-Verbal Communication & Language Lab Practice

- Meaning and Types of Non-verbal Communication
- Static and Dynamic Features
- Concept of Kinesics, Proxemics, and Paralanguage
- The 7 Cs of Effective Communication
- Language Lab Activities; Mock Interviews, Group Discussions, Role Plays, Feedback Analysis

Unit 4: Personality Development & Soft Skills

- Personality: Definition, Traits, Types, and Determinants
- Self-Appraisal, Self-Development, and Assertiveness
- Interpersonal Skills and Etiquette
- Attitude: Positive vs Negative, and Development Strategies
- Time Management Techniques
- Leadership Styles and Teamwork
- Emotional Intelligence and Motivation
- Problem-Solving and Conflict Resolution

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDCTB125.1	2	3	2	2	3	3	2.50
MTTMDCTB125.2	2	3	2	2	3	3	2.50
MTTMDCTB125.3	2	3	2	2	3	3	2.50
MTTMDCTB125.4	2	3	2	2	3	3	2.50
Average PLO	2.00	3.00	2.00	2.00	3.00	3.00	2.50

Suggested Readings

1. Bovee, Thill & Schatzman – *Business Communication Today*, Pearson, New Delhi
2. Jon & Lisa Burton – *Interpersonal Skills for Travel and Tourism*, Longman Group Ltd.
3. Kaul, Asha – *Effective Business Communication*, PHI, New Delhi
4. Lynn Vander Wagen – *Communication in Tourism & Hospitality*, Hospitality Press Ltd.
5. Mandal, S.K. – *Effective Communication and Public Speaking*, Jaico, Mumbai
6. Munter, Mary – *Guide to Managerial Communication: Effective Writing & Speaking*, PHI, New Delhi



Destination Research & Field Visit – I

MTTM (1st Semester)

Total Credits: 02

Course Code: MTTMCFV125 (30 hours per credit)

Total Marks: 50

Practical: Marks 50

Time Duration: 1 hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Collect and document first-hand information on key destination elements (5 A's: attractions, accessibility, accommodation, amenities, and activities) during field visits.

CLO 2: Prepare and present structured destination reports and communicate findings with critical insight into sustainability and destination competitiveness.

This course aims to provide students with experiential learning through a structured One-Week field visit to key tourism destinations across Kashmir. The main goal is to help students gather first-hand data on essential destination elements, like tourist attractions, accessibility, accommodations, amenities, activities, and the cultural and environmental settings. These visits will offer students practical insights into destination dynamics, enable them to assess tourism potential, and critically analyse the challenges that affect the competitiveness and sustainability of these destinations.

Structure

1. Destination Research & Field Visit (DRFV) -I

- One-Week DRFV will be conducted during the first semester to expose students to nearby tourism destinations in Kashmir.
- Students will visit selected destinations to gather comprehensive information about various aspects, including attractions, accessibility, accommodation options, amenities, activities, local culture, climate, safety measures, and security.
- Each visit will be followed by the submission of a detailed report covering the five A's and addressing issues hindering the sustainable development of the destinations.

2. Assessment

- The DRFV component will carry two credits of 60 hours practical, with a total of 50 marks.
- Evaluation will be divided into two parts, and both are compulsory:
 - 25 marks for the evaluation of the report



- 25 marks for the presentation, followed by a Viva Voce of the report, where students will communicate their findings and insights.

3. Methods of Evaluation


The report will be evaluated on the following criteria:

- Participation in Planning, Designing & Execution: Students will be assessed based on their involvement in planning and executing the DRFV, including logistical arrangements and itinerary design.
- Collection of information about Destinations: Evaluation will focus on the thoroughness and accuracy of the information collected by students during their visits.
- Presentation followed by Viva: The effectiveness of students' presentations in conveying their findings and proposed solutions will be assessed.

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMCV.1	3	3	2	2	2	2	2.33
MTTMCV.2	2	2	2	3	3	2	2.33
Average PLO	2.50	2.50	2.00	2.50	2.50	2.00	2.33


HEAD
Department of Tourism
Hospitality & Leisure Studies
University of Kashmir,
Srinagar



Special Interest Tourism

MTTM (1st Semester)

Course Code: MTTMDSII25 (15 hours per credit)

Continuous Assessment: Marks 14, Theory: Marks 36

Total Credits: 02

Total Marks: 50

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Critically evaluate the foundational concepts, typologies, and motivations associated with Special Interest Tourism and its role in transforming contemporary tourism markets.

CLO 2: Design and appraise sustainable, market-driven SIT products and propose strategic approaches for destination branding and management in niche tourism segments.

Unit 1: Conceptual Framework of Special Interest Tourism (SIT)

- Introduction to Special Interest Tourism: Meaning, Nature, and Scope
- Historical evolution and growth of SIT
- Difference between Mass Tourism and SIT
- Typologies and Classifications of SIT (Cultural, Environmental, Recreational, Wellness, etc.)
- Motivations and Tourist Behaviour in SIT
- Role of Tour Operators and Destination Managers in promoting SIT

Unit 2: Development and Management of SIT Products

- Product development strategies in SIT
- Sustainable practices in SIT development
- Case Studies of successful SIT destinations (e.g., Wine Tourism in France, Eco-tourism in Costa Rica, Medical Tourism in India)
- Marketing of SIT Products: Branding, Positioning, and Targeting
- Role of ICTs, Social Media, and AI in SIT Promotion
- Challenges in Planning and Managing SIT Destinations



CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTTMDSH25.1	3	2	1	1	3	2	2.00
MTTMDSH25.2	3	2	1	2	3	2	2.16
Average (PLO)	3.00	2.00	1.00	1.50	3.00	2.00	2.08

Suggested Readings

1. Novelli, M. (2005). Niche tourism: Contemporary issues, trends and cases. Oxford: Butterworth-Heinemann.
2. Douglas, N., Douglas, N., & Derrett, R. (2001). Special Interest Tourism: Context and Cases. Brisbane: John Wiley & Sons Australia, Ltd.
3. Robinson, P., Heitmann, S., & Dieke, P. U. C. (2011). Research themes for tourism. CABI.
4. Swarbrooke, J., & Horner, S. (2007). Consumer behaviour in tourism (2nd Ed.). Oxford: Butterworth-Heinemann.
5. Weiler, B., & Hall, C. M. (1992). Special interest tourism. London: Belhaven Press.
6. Trauer, B. (2006). Conceptualising Special Interest Tourism—Frameworks for analysis. Tourism Management, 27(2), 183–200. <https://doi.org/10.1016/j.tourman.2004.10.004>

Imtiyaz
HEAD
Department of Tourism,
Hospitality & Leisure
University of Kashmir
Srinagar



Hospitality Services Management

MTTM (1st Semester)

Total Credits: 02

Course Code: MTTMDHS125 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Understand the evolution, classification, and structure of the hotel industry in India and J&K, including houseboats, tariffs, guest rooms, and key departmental roles in hotel operations and management.

CLO 2: Comprehend hotel registration, star gradation, financing, and subsidies; familiarize with technical terms, analyse performance metrics, guest feedback, and yield management to evaluate and optimise hotel operations effectively.

Unit 1: Introduction to the Hotel Industry

- Origin, evolution, and global development, Growth of the hotel industry in India and Jammu & Kashmir
- Houseboats - Historical background, key features, and tourism significance
- Classification of hotels - Types of hotels based on size, location, clientele, duration of stay, Star rating system and criteria
- Hotel tariffs and meal plans - EP, CP, MAP, AP explained
- Types of guest rooms - Standard, deluxe, suite, connecting, adjoining, etc.
- Organisational structure and Key Departments – Organisational structure of a 5 star Front Office, Housekeeping, Food & Beverage, Engineering & Maintenance, Sales & Marketing, Security, Human Resources, Accounts & Finance, Purchase & Stores

Unit 2: Hotel Construction Procedures and Performance Evaluation

- Hotel registration and gradation procedures
- Star categorization process and regulatory framework (Ministry of Tourism, India)
- Financial planning and support for hotel projects - Sources of finance, Government incentives and subsidies, Special provisions for tourist/backward areas



- Performance metrics in hotel management - Occupancy Ratio, Average Daily Rate (ADR), Average Room Rate per Guest, Market Share Index, Guest feedback mechanisms and service evaluation, Concept and application of Yield Management
- Case Studies - ITDC (India Tourism Development Corporation), Hyatt Hotels, Oberoi Hotels & Resorts, Radisson Blu

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDHS125.1	3	3	2	2	2	2	2.33
MTTMDHS125.2	3	3	2	3	3	2	2.66
Average PLO	3.00	3.00	2.00	2.50	2.50	2.00	2.4

Suggested Readings

1. Jatashankar R. Tewari, *Hotel Front Office Operations and Management*, Oxford Publication, New Delhi
2. Jagmohan Negi, *Professional Hotel Management*, S. Chand, New Delhi
3. Singaravelavan R., *Food and Beverage Services*, OUP India
4. Parvinder S. Bali, *Food Production Operations*, Oxford Publication, New Delhi
5. Jagmohan Negi, *Principles of Grading, Classification of Restaurants, Resorts & Hotels*
6. Andrews, *Hotel Housekeeping: A Training Manual* (3rd Edition)
7. Branson and Lennox, *Hotel, Hostel and Hospital Housekeeping*
8. G. Raghubalan and Smriti Raghubalan, *Hotel Housekeeping – Operations and Management*
9. Jagmohan Negi, *Principles of Grading, Classification of Restaurants, Resorts & Hotels*



Theoretical Foundations of Tourism

MTTM (1st Semester)

Course Code: MTTMDTF125 (15 hours per credit)

Continuous Assessment: Marks 14, Theory: Marks 36

Total Credits: 02

Total Marks: 50

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Understand tourism as a sociological phenomenon and its implications as a social institution.

CLO 2: Explain key psychological constructs that influence tourist behavior and interdisciplinary relevance.

Unit 1: Sociology and the Study of Tourism

- Definition and scope of sociology in tourism studies
- The significance of tourism as a field of sociological inquiry
- Tourism as a social institution
- Emergence of the sociology of tourism

Unit 2: Psychology in Tourism Studies

- Definition and branches of psychology: cognitive, behavioural, humanistic, and social psychology
- The relevance of psychological inquiry in tourism: understanding tourists as thinking, feeling, and acting individuals
- Intersections of tourism with psychological constructs such as motivation, perception, learning, emotion, and personality



CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTTMDTF125.1	3	2	2	1	3	2	2.17
MTTMDTF125.2	3	2	2	2	2	2	2.17
Average (PLO)	3.00	2.00	2.00	1.50	2.50	2.00	2.17

Suggested Readings

1. Burns, P. & Holden, A. (1995). *Tourism: A New Perspective*. Prentice Hall.
2. Argyle, M. (1994). *The Social Psychology of Leisure*. Penguin.
3. Cooper, C., Fletcher, J., Gilbert, D., Shepherd, R., & Warhill, S. (1998). *Tourism: Principles and Practice*. Longman.
4. Tribe, J. (2005). *The Economics of Recreation, Leisure and Tourism*. Elsevier.
5. Edington, J. & Edington, A. (1986). *Ecology, Recreation and Tourism*. Ann Arbor Science.

Signature
HEAD
Department of Tourism,
Hospitality & Leisure
University of Kashmir
Srinagar



Management Sciences in Tourism

MTTM (1st Semester)

Total Credits: 02

Course Code: MTTMDMS125 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Analyse management concepts, functions, skills, and responsibilities across levels, professions, and environmental contexts effectively.

CLO 2: Demonstrate understanding of key management functions—planning, organising, staffing, directing, and controlling—through principles, processes, structures, and decision-making techniques.

Unit 1: Introduction to Management

- Concept and nature of management
- Core functions and objectives of management
- Management as an art, a science, a profession
- Roles and tasks of a professional manager
- Essential managerial skills - Technical, Human, and Conceptual
- Social responsibilities of business and ethical considerations
- Managerial environment - Internal and external influences
 - Levels of management - Top, Middle, and Lower levels

Unit 2: Functions of Management

- Planning
- Organizing
- Staffing
- Directing
- Controlling
- MIS (Management Information Systems)



CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDMS125.1	2	3	1	3	1	3	2.16
MTTMDMS125.2	1	3	1	3	1	3	2.00
Average PLO	1.5	3.0	1.0	3.0	1.0	3.0	2.08

Suggested Readings:

1. Ghuman, Karminder & K. Arwathappa: *Management: Concept, Practice & Case*, Tata Mc Graw –Hill, New Delhi.
2. Hampton, 'Management', McGraw – Hill, International Edition, Tokyo, 1992
3. Koontz & Weirich, 'Management', McGraw – Hill, Tokyo, 2004 (Text Book)
4. Peter F. Drucker, 'Practice of Management', Pan Books, London, 1987 Reprint
5. Richard M Hodgets, 'Management', Academic Press, New Jersey, 1993
6. Stoner & Wankel, 'Management', Prentice Hall India, New Delhi, 1999

Indragula
HEAD
Department of Tourism,
Hospitality & Leisure
University of Kashmir
Srinagar



Travel Media and Journalism

MTTM (1st Semester)

Credits: 02

Course Code: MTTMDTM125 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Understand the core concepts and types of media and journalism including their relevance in tourism.

CLO 2: Demonstrate knowledge and application of travel writing styles, tools, and content creation skills.

Unit 1: Introduction to Media and Journalism

- Definition and concept of media and journalism
- Definition and concept of travel media
- Types of media: Print, Audio-visual, and New Media
- Structure and components of a news story

Unit 2: Travel Writing

- Concept, evolution, and importance of travel writing
- Prerequisites and essential tools for travel writing
- Techniques for material collection
- Travel photography and travel blogging
- Creative formats: promotional literature, tourist brochures, video scripts
- Career prospects in travel journalism


HEAD
Department of Tourism,
Hospitality & Leisure
University of Kashmir
Srinagar



CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTTMDTM125.1	3	2	1	2	2	1	1.83
MTTMDTM125.2	3	3	2	2	2	1	2.16
Average (PLO)	3.00	2.50	1.50	2.00	2.00	1.00	1.99

Suggested Readings

1. Carl Thompson – *Travel Writing*, Routledge
2. Don George & Charlotte Hindle – *Travel Writing*, Lonely Planet
3. John F. Greenman – *Introduction to Travel Journalism: On the Road with Serious Intent*, Peter Lang Publishing
4. Folker Hanusch – *Travel Journalism: Exploring Production, Impact and Culture*, Palgrave Macmillan
5. Jacqueline Harmon Butler – *The Travel Writer's Handbook*, Surrey Books

J. Hanusch
HEAD
Department of Tourism
& Leisure Studies
University of Kashmir
Srinagar



Tourism Economics

MTTM (1st Semester)

Total Credits: 02

Course Code: MTTMDTE125 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course students shall be able to:

CLO 1: Analyse tourism demand models and apply forecasting techniques to assess trends, with emphasis on domestic tourism in Jammu & Kashmir.

CLO 2: Evaluate factors influencing tourism supply, market structures, pricing, and investments, and analyse economic tools for reducing tourism's environmental impacts.

Unit 1: Tourism Demand and Economic Impact

- Concept and nature of tourism demand
- Tourism demand models: concepts, theories, and empirical estimation
- Tourism demand forecasting techniques
- Economic consequences of violence/conflict on domestic tourism: Case study of Jammu & Kashmir
- Tourism's economic contribution: Multiplier effects and their implications
- Introduction to Tourism Satellite Accounts (TSA): Measuring economic contribution of tourism

Unit 2: Tourism Supply, Pricing, and Market Structures

- Concept of tourism supply and its unique characteristics
- Key factors influencing tourism supply
- Understanding service quality in tourism: service encounters and quality models
- Price mechanism in tourism: role and significance
- Overview of market structures in tourism (perfect competition, monopoly, oligopoly, monopolistic competition)
- Tourism investment and taxation policies
- Investment in tourism infrastructure: public and private roles
- Use of economic instruments to mitigate tourism's environmental impacts



CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDTE125.1	3	2	3	1	1	3	2.17
MTTMDTE125.2	3	3	2	2	3	1	2.33
Average PLO	3.0	2.5	2.5	1.5	2.0	2.0	2.25

Suggested Readings:

1. Tisdell, C. A. (Ed.), *Handbook of Tourism Economics: Analysis, New Applications and Case Studies*, World Scientific, 2013.
2. Dwyer, L., Forsyth, P., & Dwyer, W. *Tourism Economics and Policy* (Vol. 5), Channel View Publications, 2020.
3. Stabler, M. J., Papatheodorou, A., & Sinclair, M. T. *The Economics of Tourism*, Routledge, 2009.
4. Metin Kozak and Mugla. *Tourism Economics: Concepts and Practices*, Nova Science Publishers.
5. Cullen, P. *Economics for Hospitality Management*, London: International Thomson Business Press, 1997.

Fazlul Karim
HEAD
Department of Tourism,
Hospitality & Leisure
University of Kashmir
Srinagar



MTTM

SEMESTER-II

(Course Work + Course Work)

Semester 2nd (Course Work +Course Work)										
NCrF Credit Level	Course Code	Course Title	Course Level	Credits	Paper Category	Credit Distribution				Contact Hours
						L	T	P	S	
	MTTMCTP225	Tourism Policy and Planning	400	4	20	C	3	1	-	60
	MTTMCTH225	Tourism, Hospitality & Leisure Marketing	400	4		C	3	1	-	60
	MTTMCTE225	Tour Guiding and Escorting	400	4		C	3	1	-	60
	MTTMCEV225	Entrepreneurship and Venture Creation in Tourism	400	4		C	3	1	-	60
	MTTMCFV225	Destination Research & Field Visit – II (DRFV)	400	4		C	-	-	3	120
Note: All candidates are required to opt for two courses of two credits each from the following Discipline Centric Elective Courses (D).										
6	MTTMDTT225	Tourist Transport Management	400	2	4	D	1	1	-	30
	MTTMDTM225	Tourism Models and Knowledge Systems	400	2		D	1	1	-	30
	MTTMDAM225	Accounting for Tourism Managers	400	2		D	1	1	-	30
	MTTMDFO225	Front Office Management	400	2		D	1	1	-	30
	MTTMDHT225	Historical Tourism Resources of J&K	400	2		D	1	1	-	30
	MTTMDOB225	Organisational Behaviour in Tourism	400	2		D	1	1	-	30
Total Credits				24						

Head of Department
 Department of Tourism, Hospitality & Leisure Studies
 University of Kashmir
 Srinagar



Tourism Policy and Planning

MTTM (2nd Semester)

Total Credits: 04

Course Code: MTTMCTP225 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 28, Theory: Marks 72

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course students shall be able to:

CLO 1: Explain the key principles and processes involved in formulating tourism policy at various levels.

CLO 2: Interpret and evaluate different planning approaches and scales in tourism development.

CLO 3: Apply appropriate planning techniques and models such as TALC and EIA for sustainable tourism.

CLO 4: Analyse community-based, ecotourism, and special interest tourism planning approaches in real-life scenarios.

Unit 1: Formulating Tourism Policy

- Concept, meaning, and importance of tourism policy
- Objectives and guiding principles of tourism policy
- Policy formulation process: stages, stakeholders, and strategic considerations
- Implementation approaches and minimising the policy-practice gap
- Role of central/state governments and implementing agencies
- Challenges and barriers in policy formulation and implementation
- Integrating tourism policy with national development planning

Unit 2: Foundations of Tourism Planning

- Concept and evolution of tourism planning
- Understanding tourism markets, resources, and infrastructure needs for tourism planning
- Implication of Tourism planning on environmental, socio-cultural, and economic dimensions of a destination
- Levels and types of tourism planning (national, regional, local)
- Scales of tourism planning: macro vs. micro approaches
- Environmental Impact Assessment (EIA) and mitigation strategies
- Techniques to measure economic costs and benefits of tourism
- Carrying capacity and sustainable planning frameworks

Unit 3: Tourism Planning Process and Development Techniques

- Tourism planning process: steps and models
- Techniques for plan formulation and implementation



- Destination-level planning: objectives, methods, and influencing factors
- Tourism Area Life Cycle (TALC) and its application in destination planning
- Destination development stages and design principles
- Demonstration effect and Doxey's Irridex in impact analysis

Unit 4: Community-Oriented and Specialised Tourism Planning

- Role of tourism in community empowerment and participation
- Principles and practices of Community-Based Tourism (CBT)
- Ecotourism and responsible tourism approaches
- Planning and designing resorts: principles and models
- Planning for special interest tourism and adventure tourism
- Cultural tourism planning and destination storytelling
- Case studies from North India (with special focus on Jammu & Kashmir)
- Financial planning: sources of funding, incentives, and subsidies for tourism projects

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTTMCTP225.1	3	2	2	1	2	2	2.00
MTTMCTP225.2	3	3	3	2	2	2	2.50
MTTMCTP225.3	3	2	3	2	3	2	2.50
MTTMCTP225.4	3	3	2	2	3	3	2.67
Average (PLO)	3.00	2.50	2.50	1.75	2.50	2.25	2.41

Suggested Readings:

1. Gunn, C. (2002). *Tourism Planning: Basic Concepts and Cases*, Cognizant Publication.
2. Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*, Oxford University Press, New Delhi.
3. Crouch, G.I., Ritchie, J.R.B., Kossatz, H.H.G. *The Competitive Destination: A Sustainable Tourism Perspective*, CABI Publishing.
4. Page, J.S. & Brunt, P. *Tourism: A Modern Synthesis*, Thomson Publishers, London.
5. Inskeep, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*, Van Nostrand Reinhold, New York.



Tourism, Hospitality & Leisure Marketing

MTTM (2nd Semester)

Total Credits: 04

Course Code: MTTMCTH225 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 28, Theory: Marks 72

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course students shall be able to:

CLO 1: Understand the evolution and core principles of marketing, especially as applied to services and tourism products.

CLO 2: Analyse the marketing environment, consumer behavior, market segmentation, targeting, positioning, and environmental scanning techniques.

CLO 3: Demonstrate understanding of the 4 Ps of tourism marketing and their application across tourism sub-sectors like destinations, airlines, hotels, travel agencies, and event management.

CLO 4: Apply the extended marketing mix (9 Ps), including digital strategies and emerging technologies (VR, AR, AI) in tourism and hospitality marketing.

Unit 1: Introduction

- Evolution and Concept of Marketing
- Core Principles of Marketing
- Understanding the Markets
- Concept of Service Marketing
- Holistic Tourism Marketing
- Tourism Product and its Characteristics

Unit 2: Understanding the Marketing Environment

- Marketing Environment
- Buyer Decision-making Process
- Market Research
- Market Segmentation
- Targeting and Market Positioning
- Environmental Analysis

Unit 3: Marketing Mix – The Traditional 4 Ps - Product, Price, Place, Promotion

- Designing Tourism Products
- Branding and Product Development
- Product Life Cycle and its various stages
- Pricing Strategies and Approaches
- Channels of Distribution
- Advertising, Sales Promotion, Publicity, Personal Selling

[Signature]
Head of Department
Department of Tourism, Hospitality & Leisure Studies
University of Kashmir
Srinagar



- Trends in Tourism Marketing: destinations, airlines, hotels, resorts, travel agencies, and event management companies

Unit 4: Extended Marketing Mix – The 9 Ps

- People, Process, Physical Evidence
- Personalisation: Tailoring services to individual preferences
- Participation: Customer involvement in co-creating experiences
- Productivity and Quality: Efficiency and consistency in service delivery
- Digital Tourism Marketing: Social media, SEO, keyword advertising, affiliate and email marketing, mobile marketing
- Emerging Technologies in Marketing: Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI) applications in tourism marketing

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMCTH225.1	2	2	2	2	1	3	2.00
MTTMCTH225.2	2	3	2	3	2	3	2.50
MTTMCTH225.3	2	3	2	3	2	3	2.50
MTTMCTH225.4	1	3	3	3	2	3	2.50
Average PLO	1.75	2.75	2.25	2.75	1.75	3.00	2.37

Suggested Readings

1. Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2016). *Marketing for Hospitality and Tourism* (7th Ed.). Pearson.
2. Middleton, V. T. C., Fyall, A., Morgan, M., & Ranchhod, A. (2009). *Marketing in Travel and Tourism* (4th Ed.). Routledge.
3. Morrison, A. M. (2018). *Marketing and Managing Tourism Destinations* (2nd Ed.). Routledge.
4. Buhalis, D., & Foerste, M. (2015). SoCoMo marketing for travel and tourism: Empowering co-creation of value. *Journal of Destination Marketing & Management*, 4(3), 151-161.
5. Hudson, S. (2008). *Tourism and Hospitality Marketing: A Global Perspective*. SAGE Publications.
6. Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—the state of eTourism research. *Tourism Management*, 29(4), 609-623.



Tour Guiding and Escorting

MTTM (2nd Semester)

Total Credits: 04

Course Code: MTTMCTE225 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 28, Theory: Marks 72

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Explain the fundamental concepts of guiding and escorting and evaluate the roles and responsibilities of a professional tourist guide.

CLO 2: Describe the profession of a tour leader and demonstrate understanding of various tour arrangements and group management strategies.

CLO 3: Develop key competencies for tour escorting, including effective communication and interpersonal skills, and analyse the duties of a tour escort.

CLO 4: Demonstrate knowledge of escorting operations and apply professional standards and practices in conducting guided tours.

Unit 1: Foundations of Tour Guiding and Escorting

- Introduction to Tour Guiding and Tour Escorting
- Differences between a Tour Guide and a Tour Escort
- Importance and relevance of guiding in tourism
- Types of Tourist Guides (local, cultural, heritage, nature, adventure, etc.)
- Steps and procedures for guide certification/approval in India (MoT guidelines)
- Employability pathways and entrepreneurship in guiding

Unit 2: Professional Guiding Techniques and Practices

- Responsibilities of a Guide: Before, During, and After a Tour
- Site-specific Guiding Techniques - Monument guiding, Religious sites and heritage locations, Nature trails and walking tours, Museum and archaeological site interpretation
- Designing and conducting Heritage Walks and Local Experiences
- Use of storytelling and technology in guiding (AR/VR, mobile apps)

Unit 3: Understanding Tour Escorting as a Profession

- Role and Responsibilities of a Tour Escort
- Escorting vs. Guiding: Comparative perspective



- Pre-tour planning, en-route coordination, post-tour reporting
- Grooming, personal hygiene, and etiquette
- Competencies of a Tour Escort: Communication, leadership, conflict resolution
- Opportunities and challenges in domestic and international tour escorting

Unit 4: Group Handling, Ethics, and Professionalism (12 hours)

- Arrival formalities and briefing techniques
- Group leadership, control strategies, setting boundaries
- Managing tour logistics: Checklist, lost baggage, emergencies, medical issues
- Safety, security, and cross-cultural sensitivity
- Professional ethics and Code of Conduct for Tour Guides (Ministry of Tourism)
- Sustainable guiding practices and responsible tourism behaviour

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMCTE225.1	2	3	2	3	2	3	2.5
MTTMCTE225.2	2	3	2	3	2	3	2.5
MTTMCTE225.3	2	3	2	3	2	3	2.5
MTTMCTE225.4	1	3	2	3	2	3	2.33
Average PLO	1.75	3.0	2.0	3.0	2.0	3.0	2.45

Suggested Readings:

1. Hatfield, L., & Fallon, K. (2016). *The Tour Guide: Walking and Talking New York*. Princeton Architectural Press.
2. Tourtellotte, S. (2019). *The Complete Guide to Becoming a Professional Tour Guide*. Rowman & Littlefield.
3. Richards, G. (2019). *The Routledge Handbook of Cultural Tourism*. Routledge.
4. Ruitenberg, C. W. (2018). *Teaching for Aesthetic Experience: The Art of Learning*. Routledge.
5. Gartner, W. C. (2016). *Tourism Development: Principles, Processes, and Policies*. Routledge.

Handwritten signature
Department of Tourism, Hospitality & Leisure Studies
University of Kashmir



Entrepreneurship and Venture Creation in Tourism

MTTM (2nd Semester)

Total Credits: 04

Course Code: MTTMCEV225 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 28, Theory: Marks 72

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

1. **CLO 1:** Understand and appreciate the role of entrepreneurship in tourism, along with the characteristics and mind-set of successful entrepreneurs.
2. **CLO 2:** Apply creativity and innovation to identify and develop entrepreneurial opportunities addressing social, environmental, and cultural issues.
3. **CLO 3:** Develop and present a tourism business plan with technical and economic feasibility, drawing inspiration from successful ventures.
4. **CLO 4:** Demonstrate knowledge of funding mechanisms, government support systems, and develop confidence to initiate tourism startups or allied enterprises.

Unit 1: Foundations of Entrepreneurship in Tourism

- Meaning, scope, and significance of entrepreneurship in tourism
- Entrepreneurial characteristics and competencies
- Capacity building and motivational factors for tourism entrepreneurs
- Entrepreneurial mind-set, challenges, and risk-taking in tourism
- Role of entrepreneurship in self-employment and socio-economic development

Unit 2: Creativity, Innovation & Opportunity Identification

- The creative process: Tools and techniques
- Barriers to creativity and overcoming them
- Innovation: Definitions, types (product, process, business model)
- Role of creativity in tourism product/service development
- Opportunity identification through consumer trends and gaps
- Contemporary innovations in tourism and hospitality

Unit 3: Venture Creation and Business Planning

- Identifying tourism entrepreneurship opportunities (conventional & niche)
- Structure and components of a business plan



- Feasibility study: Technical, market, and financial viability
- Procedures for setting up enterprises: legal, regulatory, and strategic
- Start-up ecosystem in India: Start-up India, state-level policies
- Case studies of successful travel and tourism start-ups

Unit 4: Financial Planning and Institutional Support

- Financial planning essentials for start-ups
- Funding options: self-finance, venture capital, angel investors, crowd funding
- Government subsidies, schemes, and incentives for tourism entrepreneurs
- Role of institutions: MSME, SIDBI, NIESBUD, MoT, and state tourism boards
- Business failure analysis and revival strategies
- Role of women and marginalised communities in tourism entrepreneurship

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMCEV225.1	3	1	1	3	2	3	2.16
MTTMCEV225.2	1	3	3	3	1	3	2.33
MTTMCEV225.3	1	3	3	3	1	3	2.33
MTTMCEV225.4	1	3	2	3	1	3	2.16
Average PLO	1.5	2.5	2.25	3.0	1.25	3.0	2.25

Suggested Readings:

1. Arthur, S. J., & Hisrich, R. D. (2011). *Entrepreneurship through the ages: Lessons learned*. Journal of Enterprising Culture, 19(01), 1-40.
2. Bezbaruah, M.P. (2000). *Beyond the Millennium*. New Delhi: Gyan Pub House.
3. Drucker, P.F. (1985). *Innovation & Entrepreneurship*. New York: Harper & Row.
4. Jeffrey, T. (1984). *New Venture Creation*. Illinois: Homewood.
5. Kuratko, D.F. & Hodgetts, R.M. (2008). *Entrepreneurship*. New York: Harcourt College Publisher.



Destination Research & Field Visit - II

MTTM (2nd Semester)

Total Credits: 04

Course Code: MTTMCFV225 (30 hours per credit)

Total Marks: 100

Practical: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Apply practical skills in itinerary planning, reservations, accommodation booking, and sightseeing arrangements for tourism destinations of national importance.

CLO 2: Analyse the key factors contributing to tourist satisfaction and destination loyalty through field-based interactions and observations.

CLO 3: Evaluate the feasibility and operational dynamics of tourism business establishments by engaging with community stakeholders and service providers.

CLO 4: Prepare and present a comprehensive destination research report and communicate findings effectively through structured presentations and viva.

Two Weeks Destination Research & Field Visit – II (MTTMCFV225)

The primary objective of the Two Weeks DRFV-III is to allow students to study tourism destinations from various perspectives, including tourist satisfaction, destination loyalty, profitability, and feasibility of tourism business establishments. This program aims to familiarise students with major tourism destinations of national importance outside Jammu & Kashmir, providing hands-on experience in designing itineraries, making reservations, booking accommodations, arranging sightseeing, and interacting with stakeholders.

Structure:

1. Destination Research & Field Visit (DRFV) - II

- The Two Weeks DRFV will be conducted at the end of the first semester during the winter vacation, providing students with ample time to immerse themselves in experiential learning by visiting tourism destinations within the country.
- Students will engage in activities such as designing itineraries, making reservations, booking accommodations, arranging sightseeing, and interacting with tourists, community members, service providers, and government tourism officials.
- The visit aims to provide students with practical experience in tourism business operations and an understanding of the factors influencing tourist satisfaction and destination loyalty.



2. Assessment

- The DRFV-II component will carry 4 credits of 120 hours practical, with a total of 100 marks.
- Evaluation will be divided into two parts comprising compulsory criteria of:
 - 50 marks for the evaluation of the report,
 - 50 marks for presentation (25) cum viva voce (25)

3. Logistical Arrangements

- Students will be assigned the job of arranging train/bus tickets and accommodation for the group.
- Incharge faculty advisors may provide suggestions for itinerary planning and destination selection.
- The university will reimburse the cost of train/bus tickets and daily allowance, accommodation as per established norms.

Guidelines for Conducting of DRFV-II

1. Preparation of Itinerary

- Each DRFV team shall prepare a detailed itinerary outlining the destinations to be visited, activities planned, accommodations, transportation arrangements, and estimated costs.
- The itinerary will be presented by each team in the classroom for discussion and feedback from faculty members.

2. Approval of Itinerary

- Faculty members will review and approve the proposed itinerary, considering its merits, feasibility, and adherence to guidelines and standard operating procedures.

3. Destination Familiarization Activities

- DRFV activities shall strictly adhere to the approved itinerary and guidelines provided.
- Students will engage in activities such as visiting tourist attractions, interacting with locals, assessing accommodation options, and exploring transportation networks.

4. Cost Coverage

- The cost of destination familiarization will be partly covered by the field tour fund as per the university norms.
- Fares for normal concessional sleeper class train tickets and bus tickets, as well as DA costs within university norms, will be eligible for reimbursement.



- In cases where concessional train tickets are unavailable or due to itinerary constraints, the cost of full sleeper class train tickets may be reimbursed.
- Actual expenditures incurred during destination familiarization will be approved for reimbursement or settlement from the allocated budget.

By following these guidelines, the DRFVs can be conducted effectively, ensuring thorough destination familiarization while managing costs and adhering to university policies and procedures.

Mechanism for the conduct of DRFV

1. Preparation of Destination Familiarization Itinerary

- Each group of students will prepare a comprehensive itinerary detailing the destinations to be visited, activities planned, transportation arrangements, and accommodation options.

2. Group Presentation of Itinerary

- Groups will present their destination familiarization itinerary to the faculty for review and feedback.

3. Approval of Itinerary

- The faculty will review and approve the proposed itinerary, ensuring alignment with the objectives of the DRFVs and adherence to guidelines.

4. Submission of Destination Familiarization Budget

- Each group will submit a budget detailing the anticipated expenses for the destination familiarization activities.
- The budget will be reviewed and approved by the faculty to ensure adequate funding for the planned activities.

5. Booking of Tickets and Hotel Rooms

- Students will be responsible for booking train/bus tickets and reserving hotel rooms.
- If advance amounts from the university are not received, students will cover the costs of booking tickets and hotel rooms on their own.

6. Destination Familiarization Orientation Sessions

- Faculty will conduct orientation sessions to guide the do's and don'ts during the familiarization of destinations.



- These sessions will ensure that students are well-prepared and aware of their responsibilities during the DRFVs.

7. Daily Updates to Faculty Advisors

- Students will provide daily updates on their experiences and progress to their respective faculty advisors.
- This regular communication will enable faculty members to monitor the students' activities and offer support as needed.

8. Photographs

- Students will capture individual/group photographs and photographs with tourists, community members, service providers, and tourism offices at the visited destinations.
- These photographs should be appended in the appendix of report and will serve as visual documentation of the DRFV experiences.

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMCV225.1	2	3	2	2	2	2	2.17
MTTMCV225.2	2	2	3	3	2	2	2.33
MTTMCV225.3	3	2	3	3	2	3	2.67
MTTMCV225.4	1	3	2	3	1	3	2.16
Average PLO	2.25	2.25	2.5	2.5	2.25	2.25	2.33



Tourist Transport Management

MTTM (2nd Semester)

Course Code: MTTMDTT225 (15 hours per credit)

Continuous Assessment: Marks 14, Theory: Marks 36

Total Credits: 02

Total Marks: 50

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Explain and critically evaluate various modes of transport, their historical evolution, and their strategic significance in enhancing destination accessibility, promoting niche tourism segments, and supporting the growth of India's tourism sector.

CLO 2: Design transport-inclusive tour packages by applying principles of itinerary planning and assess emerging innovations and sustainable mobility trends shaping the future of tourism transport systems.

Unit 1: Transportation Modes and Their Strategic Role in Tourism Development

- Evolution and milestones in transportation and tourism development
- Nature, scope, and strategic importance of tourist transport
- Modes of transport: classification, characteristics, and role in accessibility
- Contribution of Indian Railways and air travel to tourism growth
- Premium trains and pilgrimage connectivity (e.g., Vaishno Devi, Amarnath Ji, Char Dham helicopter services)
- Cruise tourism: coastal, river, and domestic cruises
- Government policies and initiatives (UDAN, regional connectivity, cruise promotion)

Unit 2: Designing Transport-Integrated Tourism Experiences and Sustainable Mobility

- Integrating transport logistics into itinerary and tour package planning
- Designing cost-efficient, connectivity-oriented tourism products
- Smart mobility solutions and sustainable transport in tourism
- Innovations in tourism transport: bullet trains, sea planes, EVs, hyper loop
- Role of green mobility and inclusive transport policies
- Case-based application of transport in experiential and future-ready tourism



CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDTT225.1	2	3	1	3	1	3	2.16
MTTMDTT225.2	2	3	1	3	1	3	2.16
Average PLO	2.0	3.0	1.0	3.0	1.0	3.0	2.16

Suggested Readings:

1. Page, S. J. (2020). *Transport and tourism* (4th ed.). Routledge.
2. Prideaux, B., Timothy, D. J., & Cooper, M. (Eds.). (2014). *Transport and tourism: Global perspectives* (2nd ed.). Channel View Publications.
3. Dubey, S. (2010). *Tourism and transport management*. Mohit Publications.
4. Government of India. (Latest Ed.). *Draft National Strategy for Cruise Tourism*. Ministry of Tourism.
5. Ministry of Civil Aviation, Government of India. (Various Reports). *UDAN – Regional Connectivity Scheme Guidelines*.
6. IRCTC. (Annual Reports & Tourism Brochures).
7. Singh, S. (2022). *Sustainable transport in tourism: A step toward smart mobility*. Kanishka Publishers.
8. International Air Transport Association (IATA). (2021). *Future of the airline industry 2035*. IATA Publications.
9. Duval, D. Timothy (2007), *Tourism and Transport: Modes, Networks and Flows*, Channel View Publications, New York.
10. Jagmohan Negi (2005), *Air Travel Ticketing and Fare Construction*, Kanishka, New Delhi



Tourism Models and Knowledge Systems

MTTM (2nd Semester)

Total Credits: 02

Course Code: MTTMDTM225 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/2} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Explain tourism modelling concepts and the application of systems theory in tourism

CLO 2: Evaluate analytical tourism models for planning, forecasting, and decision-making.

Unit 1: Introduction to Modelling

- Introduction to Tourism Modelling
- Systems Theory in Tourism
- Destination Management Models
- Demand-Supply Interaction Models

Unit 2: Advanced Analytical Models

- Economic Impact Assessment Models
- Tourism Flow Models
- Market Segmentation and Targeting Models
- Simulation and Scenario Planning Models

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTTMDTM225.1	3	2	2	1	2	2	2.00
MTTMDTM225.2	3	3	3	2	2	2	2.50
Average (PLO)	3.00	2.50	2.50	1.50	2.00	2.00	2.25

Suggested Readings

1. Emery, F. (1981). *Systems Thinking*.
2. Lashley, C., Lynch, P., & Morrison, A. (Eds.). (2007). *Hospitality: A Social Lens*.
3. Warn, S. (1999). *Recreation and Tourism: A Changing Industry*.
4. Middleton, V. T., & Clarke, J. R. (2012). *Marketing in Travel and Tourism*.



Accounting for Tourism Managers

MTTM (2nd Semester)

Course Code: MTTMDAM225 (15 hours per credit)

Continuous Assessment: Marks 14, Theory: Marks 36

Total Credits: 02

Total Marks: 50

Time Duration: 1st hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Define and explain fundamental accounting concepts, principles, and procedures; apply the golden rules of accounting; and demonstrate the ability to journalize transactions, post to ledgers, and prepare basic subsidiary books.

CLO 2: Prepare and interpret trading, profit & loss accounts and balance sheets for tourism organisations; analyse financial statements using comparative, common-size, fund flow, and cash flow techniques.

Unit 1: Foundations of Accounting Principles

- Concept and objectives of accounting
- Accounting vs. Accountancy: meaning and relevance
- Generally Accepted Accounting Principles (GAAP)
- Golden rules of accounting: Personal, Real & Nominal accounts
- The Accounting Equation and its applications
- Journalizing business transactions
- Ledger preparation: Posting entries from journal to ledger
- Subsidiary Books: Types, formats, and usage in tourism organisations

Unit 2: Preparation and Analysis of Financial Statements

- Preparation of - Trading Account, Profit & Loss Account, Balance Sheet
- Financial Statement Analysis - Concept, importance, and objectives, Comparative financial statements, Common-size statements, Trend analysis (overview)
- Funds Flow Statement: concept, preparation, and significance
- Cash Flow Statement: AS-3 format and relevance in tourism financial planning




CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDAM225.1	2	3	1	1	1	1	1.50
MTTMDAM225.2	3	3	2	2	2	1	2.17
Average PLO	2.5	3.0	1.5	1.5	1.5	1.0	1.83

Suggested Readings:

1. S. Kr. Paul, *Fundamentals of Accounting*, New Central Book Agency (P) Ltd.
2. P.C. Tulsian, *Fundamentals of Accounting*, Tata McGraw Hill Education Pvt. Ltd.
3. A.N. Agarwala & Kamlesh N. Agarwala, *Fundamentals of Accounting*, Kitab Mahal.
4. Juneja, Chawla, Seksana, *Fundamental of Accounting*, Kalyani Publishers.
5. Maheshwari, *Introduction to Accounting*, Vikas Publishing House.


HEAD
Department of Tourism
Hospitality & Leisure Studies
University of Kashmir
Srinagar



Front Office Management

MTTM (2nd Semester)

Total Credits: 02

Course Code: MTTMDFO225 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Understand front office operations, organisational roles, hotel classifications, guest cycle, reservation and check-in procedures, interdepartmental coordination, and guest services to enhance hospitality efficiency and customer satisfaction.

CLO 2: Analyse front office accounting, revenue management, PMS tools, emerging technologies, and performance metrics to optimise operations, enhance guest experience, and strengthen hotel brand positioning and loyalty.

Unit 1: Front Office Fundamentals and Guest Cycle Management

- Overview and significance of Front Office in hotel operations
- Organisational structure and functions of the Front Office Department
- Classification of hotels: types of rooms and plans
- Interdepartmental coordination (Housekeeping, Sales, F&B, Maintenance)
- Guest Cycle Stages
 - a) Pre-arrival: Reservation procedures – types, sources, confirmation, amendments, cancellations
 - b) Arrival: Check-in process for FITs, groups, VIPs, walk-ins
 - c) Stay: Guest services, in-house communication, complaint handling, guest request management
 - d) Departure: Checkout process, bill settlement, feedback
 - e) Post-departure: Follow-up, guest history, loyalty programs
- Concierge and Bell Desk operations: Role and responsibilities
- Enhancing guest satisfaction and relationship-building strategies

Unit 2: Front Office Accounting, Revenue and Technology Applications

- **Front Office Accounting:** Folios, ledgers, vouchers, billing methods
- Payment modes and guest bill settlement procedures
- Night Audit: Purpose, workflow, reconciliation, reporting
- Revenue Management and Yield Management - Forecasting demand, managing, overbooking, Key metrics: Occupancy %, ADR, RevPAR



- Introduction to Property Management Systems (PMS) - Hands-on with Opera / IDS / eZee Front Desk, Integration with CRM, housekeeping, and finance modules
- Emerging Technologies in Front Office - Self-check-in kiosks, AI-powered chatbots, Mobile key access and digital concierge apps
- Role of front office in brand positioning, guest reviews, and loyalty programs

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDFO225.1	3	3	3	2	2	3	2.66
MTTMDFO225.2	3	3	3	2	2	3	2.66
Average PLO	3.00	3.00	3.00	2.00	2.00	3.00	2.66

Suggested Readings:

1. Andrews, S. (2020). *Front Office Management and Operations*. McGraw Hill Education.
2. Kasavana, M. L., & Brooks, R. M. (2017). *Managing Front Office Operations* (9th Ed.). AHLEI.
3. Bhatnagar, S. (2021). *Hotel Front Office: Operations and Management* (2nd Ed.). Frank Bros.
4. Walker, J. R. (2022). *Introduction to Hospitality Management* (6th Ed.). Pearson.
5. Raman, V. (2023). *Hospitality Revenue Management*. Oxford University Press.
6. Ministry of Tourism, Govt. of India. (2024). *Guidelines on Digital Hospitality Operations*.

Signature
Department of Tourism
Hospitality & Leisure
University of Kashmir
Srinagar



Historical Tourism Resources of J&K

MTTM (2nd Semester)

Total Credits: 02

Course Code: MTTMDHT225 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1st hr.

Course Learning Outcomes (CLOs): After the completion of this course students shall be able to:

CLO 1: Demonstrate conceptual clarity of tourism products and geographic relevance in J&K.

CLO 2: Identify and evaluate major natural, religious, historical and cultural tourism resources in J&K.

Unit 1: Introduction

- Concept & meaning of tourism and tourism products
- Differentiation and nature of tourist places in J&K
- Scope and structure of the tourism industry
- Role of tourism organisations in promotion
- Marketing of tourism products of Jammu & Kashmir
- Geography of Jammu & Kashmir

Unit 2: Tourism Resources of J&K

- Pilgrimage & Religious attractions
- Hill Stations & Lakes
- Historical & Archaeological Sites
- Fairs and Festivals
- Wildlife and Adventure Tourism
- Scope for other emerging tourism types (eco, tribal, agro, rural)

Signature
Department of Tourism
Hospitality & Leisure
University of Kashmir
Srinagar



CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTTMDTP325.1	3	2	1	1	2	3	2.00
MTTMDTP325.2	3	2	2	1	2	3	2.17
Average (PLO)	3.00	2.00	1.50	1.00	2.00	3.00	2.08

Suggested Readings

1. Anisa, M. *Kashmir: The Dream Land*. Gulshan Publishers, Srinagar.
2. Dar, S. *Tourism and Pilgrimage: A Case Study of Kashmir Valley*. Sarup Publishers, New Delhi.
3. Deewan, Parvez. *Jammu, Kashmir and Ladakh*. Manas Publications.
4. Department of Tourism, Govt. of J&K – *Promotional Literature*.
5. Walter, L. *Valley of Kashmir*. Chinari Publications, Srinagar.

Jalilgul
HEAD
Department of Tourism
Hospitality & Leisure
University of Kashmir
Srinagar



Organisational Behaviour in Tourism

MITM (2nd Semester)

Total Credits: 02

Course Code: MTTMDOB225 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1 1/4 hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Understand and critically examine the key concepts, models, and scope of Organizational Behaviour and the role of diversity and OB practices in enhancing organizational effectiveness.

CLO 2: Analyse individual-level psychological variables (attitudes, personality, emotions, perception, values) and group dynamics (teams, culture, and change) to make informed decisions and adapt in organizational settings.

Unit 1: Fundamentals of Organizational Behaviour

- Meaning, Nature, and Importance of OB
- Scope and Evolution of OB
- Models of OB: Autocratic, Custodial, Supportive, Collegial, System
- Challenges and Opportunities in OB
- Workforce Diversity and its Management

Unit 2: Individual and Group Behaviour in Organizations

- Attitudes: Components and Job Attitudes
- Emotions and Moods: Types and Workplace Application
- Personality: Major Traits and Relevance to OB
- Values: Meaning, Types, and Role in Workplace Behaviour
- Perception: Factors and Link with Decision-Making
- Group Behaviour: Types, Stages of Group Development
- Teamwork: Types of Teams and Effective Team Characteristics
- Organizational Culture: Functions and Sustainability
- Change Management: Forces for Change and Basic Approaches




CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDOB225.1	3	3	2	3	2	3	2.66
MTTMDOB225.2	3	3	2	3	2	3	2.66
Average PLO	3.00	3.00	2.00	3.00	2.00	3.00	2.66

Suggested Readings

1. *Management of Organizational Behaviour* by Hersey/Balanchard/Johnson – Pearson Education, New Delhi
2. *Organizational Behavior* by Stephen Robins – Pearson Education, New Delhi
3. *Organizational Behaviour* by Fred Luthans – McGraw-Hill
4. *Organizational Behaviour* by Debra/James – THOMSON-South-Western


HEAD
Department of Tourism
Hospitality & Leisure
University of Kashmir
Srinagar



MTTM

SEMESTER-III

(Course Work + Course Work)

Semester III (Course Work + Course Work)											
NCIF Credit Level	Course Code	Course Title	Course Level	Credits		Paper Category	Credit Distribution				Contact Hour
							L	T	P	S	
6.5	MTTMCHT325	Heritage Tourism Management	500	4	16	C	3	1	-	-	60
	MTTMCTR325	Tourism Resources of India	500	4		C	3	1	-	-	60
	MTTMCAT325	Adventure Tourism Management	500	4		C	3	1	-	-	60
	MTTMCRM325	Research Methodology	500	4		C	3	1	-	-	60
	Note: All candidates are required to opt for four courses of two credits each from the following Discipline Centric Elective Courses (DE).										
	MTTMDLE325	Laws & Ethics in Tourism & Hospitality	500	2	8	D	1	1	-	-	30
	MTTMDAI325	Artificial Intelligence in Tourism & Hospitality	500	2		D	1	1	-	-	30
	MTTMDRL325	Recreation & Leisure Programming	500	2		D	1	1	-	-	30
	MTTMDCB325	Consumer Behaviour in Tourism	500	2		D	1	1	-	-	30
	MTTMDFM325	Financial Management in Tourism	500	2		D	1	1	-	-	30
	MTTMDEMO325	Event Management	500	2		D	1	1	-	-	30
	MTTMDHO325	Housekeeping Operations	500	2		D	1	1	-	-	30
Total Credits						24					



Heritage Tourism Management

MTM (3rd Semester)

Total Credits: 04

Course Code: MTTMCHT325 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 28, Theory: Marks 72

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Explain the meaning and concept of culture and heritage, describe the evolution and key features of India's cultural heritage, and classify heritage types based on UNESCO and ICOMOS guidelines.

CLO 2: Identify major museums, art galleries, libraries, and fairs & festivals of India and the world, and analyse their touristic significance. Differentiate between classical and folk dances of India.

CLO 3: Describe the criteria for selection of World Heritage Sites and examine key international conventions on heritage. Evaluate challenges and ethical concerns in heritage conservation.

CLO 4: Analyse the principles of heritage management and marketing, categorise different types of heritage hotels, and assess recent trends and innovations in heritage tourism marketing and promotion.

Unit 1: Introduction to Heritage Tourism

- Concepts: Culture, Civilisation, and Heritage – Definitions and Differences
- Heritage Tourism: Meaning, Scope, and Components
- Cultural Heritage of India – General Features and Historical Evolution
- Sources of Indian Heritage: Textual, Oral, Architectural, and Artistic
- Categorisation of Heritage: Tangible and Intangible
- Key Institutions: UNESCO, ICOMOS, INTACH, Department of Archives, Archaeology & Museums (J&K)

Unit 2: Artistic and Cultural Forms in Heritage Tourism

- Major Museums, Art Galleries, and Libraries of India
- Performing Arts: Classical and Folk Dances, Music, and Theatre Traditions
- Handicrafts, Textiles, and Souvenir Industry – Role in Cultural Representation
- Cultural Events: Craft Melas, Fairs and Festivals – Religious, Social, and Commercial Significance
- Role of Living Culture in Tourism Interpretation

Unit 3: Heritage Classification and International Frameworks

- UNESCO World Heritage Site Criteria: Cultural and Natural Properties
- Types of Heritage: Built, Natural, Mixed, Industrial, and Maritime
- Heritage Issues: Over-Tourism, Commodification, Conservation Challenges
- Global Conventions - UNESCO World Heritage Convention (1972), UNESCO Intangible Cultural Heritage Convention (2003)



- Ethical Issues and Community Involvement in Heritage Tourism

Unit 4: Heritage Management and Promotion

- Objectives and Strategies of Heritage Management
- Protection, Conservation, and Preservation Techniques
- Legal and Constitutional Provisions in India (e.g., Article 49 & 51A(f))
- Heritage Marketing Strategies and Product Development
- Heritage Hotels and Adaptive Reuse: Classification and Role in Tourism
- Recent Trends: Digital Heritage, Virtual Tourism, and Community-led Initiatives

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMCHT325.1	3	3	2	1	2	3	2.16
MTTMCHT325.2	3	2	2	2	2	3	2.33
MTTMCHT325.3	2	2	3	2	3	3	2.50
MTTMCHT325.4	2	3	3	3	2	3	2.66
Average PLO	2.50	2.25	2.50	2.00	2.25	3.00	2.41

Suggested Readings

1. A.L. Basham – *A Cultural History of India*, Oxford University Press
2. Ashworth, G.J. – *The Tourist Historic City: Retrospect and Prospect of Managing the Heritage City*, Pergamon, Oxford
3. Timothy, D. J., & Boyd, S. W. (2015). *Heritage Tourism* (2nd ed.). Channel View Publications.
4. Bhardwaj, S. M. (2020). *Cultural Heritage of India*. National Book Trust.
5. Christopher Tadgell – *The History of Architecture in India*, Penguin, New Delhi
6. UNESCO World Heritage Centre. (2024). *Operational Guidelines for the Implementation of the World Heritage Convention*.
7. Ministry of Tourism, Govt. of India. (2022). *Incredible India Heritage Circuit Guidebook*.



Tourism Resources of India

MTTM (3rd Semester)

Total Credits: 04

Course Code: MTTMCTR325 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 28, Theory: Marks 72

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Identify major natural tourism resources and evaluate their infrastructure, location, and accessibility across India.

CLO 2: Explain India's architectural and religious heritage and assess the importance of prominent sites and monuments

CLO 3: Analyse India's art, culture, festivals, cuisine, and crafts as integral elements of tourism products

CLO 4: Describe the wildlife tourism opportunities in India and assess ecological and touristic value of major reserves and parks

Unit 1: Natural Resources

- National Parks, Wildlife Sanctuaries, and Biosphere Reserves: Locations, accessibility, facilities, and amenities (e.g., Dachigam, Corbett, Ranthambore, Kanha, Gir, Sunderbans, etc.)
- Major hill stations: Gulmarg, Manali, Shimla, Nainital, Coorg, Munnar, Ooty, Darjeeling, Gangtok, etc.
- Tourist attractions of the Himalayas

Unit 2: Architectural and Religious Heritage of India

- Architectural styles in India: Hindu, Islamic, Jain, Buddhist
- Prominent religious centres across major religions
- Case studies of World Heritage Sites: Taj Mahal, Khajuraho, Konark, Ajanta & Ellora Caves

Unit 3: Museology, Art and Culture

- Important museums, art galleries, and libraries
- Performing arts: Classical and folk dances, folk culture
- Handicrafts and textiles: Objects, centres, and craft fairs
- Fairs and festivals of tourism significance
- Indian cuisine: Gastronomic heritage and regional varieties



Unit 4: Wildlife Tourism

- Major sanctuaries and national parks - Jim Corbett, Kanha, Kaziranga, Sasan Gir, Dachigam, Hemis, Ranthambore, Keoladeo Ghana
- Other natural destinations- Hill stations, beaches, deserts, islands of India

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTTMCTR325.1	3	2	1	1	2	2	1.83
MTTMCTR325.2	3	2	1	2	2	2	2.00
MTTMCTR325.3	3	2	1	2	3	2	2.17
MTTMCTR325.4	3	2	2	2	3	2	2.33
Average PLO	3	2	1.25	1.75	2.5	2	2.08

Suggested Readings:

1. Basham A L: *The Cultural History of India*, Tapling Publishing Co., New York
2. Basham A L: *The Wonder that was India*, Tapling Publishing Co., New York
3. Daljeet and PC Jain: *Indian Miniature Paintings*, Brijwasi Art Press
4. Dixit Manoj and Charu Sheela, *Tourism Product of India*, Lucknow: New Royal Publisher
5. Lamiya B.N.: *Ancient Indian Culture*, Laxmi Narain Educational Publisher, Agra
6. Thapar Romila and Percival Spear: *History of India*, Orient Longman, New Delhi
7. Gupta, S.P. (2002). *Cultural tourism in India: Museums, Monuments & Arts: Theory and Practice*. New Delhi: Indraprastha Museum of Art and Archaeology & D.K. Printworld.
8. Jacob, R. (2007). *Indian Tourism Products*. New Delhi: Abhijeet Publications.
9. Douglas, N. (Ed.). (2001). *Special Interest Tourism*. Australia: John Wiley & Sons.
10. Singh, S. (2008). *Lonely Planet India*. Gurugram: Lonely Planet Publications.
11. Government of India. (2018). *India Year Book 2018*. New Delhi: Publication Division.



Adventure Tourism Management

MTTM (3rd Semester)

Total Credits: 04

Course Code: MTTMCAT325 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 28, Theory: Marks 72

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO1: Describe the key concepts, types, and historical development of adventure tourism and assess its role in tourism development.

CLO 2: Examine the components of adventure tourism products and evaluate risk management and safety protocols

CLO 3: Demonstrate the planning and operational aspects of adventure tourism activities and design itineraries for specific adventure products.

CLO 4: Analyse the sustainability, ethical concerns, and regulatory frameworks governing adventure tourism in diverse settings.

Unit 1: Introduction

- Meaning, evolution, and definitions of adventure tourism
- Understanding the adventure tourism consumer: characteristics and behaviour
- The adventure tourist and the adventure tourism market
- Management issues in the business of adventure tourism
- Business model innovation in adventure tourism
- Certification and standardisation among adventure tourism operators

Unit 2: Adventure Tourism Planning

- Conservation and restoration of adventure destinations
- Adventure tourism in biodiversity-rich and protected areas
- Impacts and challenges of adventure tourism
- Management approaches for adventure destinations
- Digital marketing strategies and branding
- Customer engagement and global trends in adventure tourism

Unit 3: Adventure Tourism Operations and Techniques

- River tourism and expeditions
- Adventure in the marine environment
- Mountain adventure operations (specifically Himalayas)
- Adventure in polar regions



- Wildlife and air-based adventure tourism
- Angling tourism
- Role of technology in enhancing adventure experience

Unit 4: Managing Impacts

- Recreational impacts on mountain, marine, river, and protected areas
- Impacts of hunting, fishing, and wildlife tourism
- Strategies for impact mitigation in various adventure environments
- Ethical codes of conduct in adventure tourism
- Climate change and its implications for adventure tourism

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTTMCAT325.1	3	2	2	1	2	3	2.17
MTTMCAT325.2	2	3	2	1	3	2	2.17
MTTMCAT325.3	2	3	2	2	3	2	2.33
MTTMCAT325.4	3	2	2	2	3	3	2.50
Average (PLO)	2.50	2.50	2.00	1.50	2.75	2.50	2.29

Suggested Readings

1. Beedie, P., & Hudson, S. (2003). *Emergence of mountain-based adventure tourism*, *Annals of Tourism Research*, 30(3), 625-643.
2. Buckley, R. (2010). *Adventure tourism management*. Oxford: Elsevier Butterworth-Heinemann.
3. Ewert, A., & Sibthorp, J. (2014). *Outdoor adventure education: Foundations, theory, and research*. Human Kinetics.
4. Swarbrooke, J., Beard, C., Leckie, S., & Pomfret, G. (2003). *Adventure tourism: The new frontier*. Oxford: Butterworth-Heinemann.
5. Higham, J. E. S., & Lück, M. (2002). *Marine wildlife tourism*. CAB.
6. Hudson, S. (2012). *Sport and adventure tourism*. Routledge.
7. Pomfret, G., & Varley, P. (2019). *Adventure tourism: Meanings, experience and learning*. Routledge.
8. Porter, M.E. (1998). *Competitive Strategy*. Free Press: New York.
9. Fennell, D.A. (2018). *Adventure Tourism and Recreation: Handbook of Management and Safety*. CAB.
10. Mowforth, M. & Munt, I. (2015). *Tourism and Sustainability*. Routledge: London.



Research Methodology

MTTM (3rd Semester)

Total Credits: 04

Course Code: MTTMCRM325 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 28, Theory: Marks 72

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Understand research types, processes, problem definition, question formulation, design classification, and ethical considerations.

CLO 2: Evaluate and analyse scaling techniques, sampling methods, sample size determination, and quantitative and qualitative data collection approaches.

CLO 3: Master measures of central tendency, dispersion, skewness, and kurtosis, understand hypothesis testing (parametric and non-parametric), and gain proficiency in using software like SPSS for data analysis, interpretation, and presenting research findings.

CLO 4: Learn research report structure, academic writing, proposal writing, and citation skills.

Unit 1: Foundations of Tourism Research (15 Hours)

- Meaning and relevance of research in tourism
- Types of research: Exploratory, Descriptive, Explanatory, Applied, Action Research
- Philosophical foundations: Positivism, Interpretivism, Pragmatism
- Research approaches: Quantitative, Qualitative, and Mixed Methods
- Identifying research problems and formulating objectives/hypotheses
- Research ethics: Plagiarism, consent, cultural sensitivity in tourism research
- Developing a conceptual/theoretical framework

Unit 2: Research Design, Sampling & Measurement (15 Hours)

- Research design: Types (cross-sectional, longitudinal, case study, experimental, ethnography)
- Sampling: Probability vs. non-probability techniques
- Sample size determination techniques (with emphasis on tourism populations)
- Measurement: Constructs, operational definitions, reliability & validity
- Scaling techniques: Likert, semantic differential, Thurstone, Guttman
- Data collection methods: Survey, interviews, focus groups, ethnography, secondary sources (including content analysis)
- Instruments for data collection: Questionnaire design and testing

Unit 3: Data Analysis and Interpretation (15 Hours)

- Descriptive statistics: Measures of central tendency, dispersion, skewness, kurtosis



- Inferential statistics - Parametric: t-tests, ANOVA, correlation, regression, Non-parametric: Chi-square, Mann-Whitney U, Kruskal-Wallis, Spearman's rho
- Introduction to statistical software: SPSS (compulsory); exposure to R/Excel
- Data cleaning, coding, and visualization
- Interpretation of statistical output in tourism context

Unit 4: Research Writing and Dissemination (15 Hours)

- Components of a research proposal and dissertation
- Academic writing styles and avoiding plagiarism
- Referencing styles (APA/Harvard) and citation tools (Zotero/Mendeley)
- Preparing for presentations and viva voce
- Publication ethics and targeting journals/conferences in tourism
- Drafting executive summaries and policy briefs for stakeholders

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMCRM325.1	2	2	3	2	2	3	2.33
MTTMCRM325.2	1	2	3	2	2	3	2.16
MTTMCRM325.3	1	2	3	2	2	3	2.16
MTTMCRM325.4	1	2	3	3	3	3	2.50
Average PLO	1.25	2.00	3.00	2.25	2.25	3.00	2.28

Suggested Readings

1. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). Sage Publications.
2. Veal, A. J. (2018). *Research methods for leisure and tourism* (5th ed.). Pearson Education.
3. Jennings, G. (2010). *Tourism research* (2nd ed.). John Wiley & Sons.
4. Sekaran, U., & Bougie, R. (2022). *Research methods for business: A skill-building approach* (8th ed.). Wiley.
5. Neuman, W. L. (2014). *Social research methods: Qualitative and quantitative approaches* (7th ed.). Pearson Education.
6. Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods* (9th ed.). Cengage Learning.
7. Hair Jr., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.



Laws & Ethics in Tourism & Hospitality

MTTM (3rd Semester)

Total Credits: 02

Course Code: MTTMDLE325 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

1. CLO1: Understand and interpret the legal framework regulating tourism activities, permits, and operations within India, especially in restricted and sensitive areas.
2. CLO2: Evaluate ethical principles and tourism legislation for promoting responsible, sustainable, and inclusive tourism practices.

Unit 1: Introduction to Tourism Laws and Permits

- Law and Society: Relationship, Branches of Law, Sources of Tourism Law
- Legal Framework for Tourism Services: Laws governing accommodation, travel agencies, tour operators, surface transport, airlines, and airports
- DGCA Guidelines for Recreational Flying in India
- Permits and Regulatory Frameworks - Permits for Restricted and Protected Areas (e.g., Arunachal Pradesh, Sikkim, Ladakh), Authorities Involved: Ministry of Home Affairs, State Governments, Army Clearances, Permit Procedures for visiting monasteries, wildlife sanctuaries, and eco-sensitive zones, Laws and guidelines for adventure tourism operations (IMF rules for mountain expeditions, rafting, paragliding, etc.), Cancellation and modification procedures for permits and bookings.

Unit 2: Tourism Ethics and National Legislation

- Meaning and Importance of Ethics in Tourism
- Principles of Business Ethics in Travel and Hospitality
- Global Code of Ethics for Tourism (UNWTO)
- The Role of Legislation in Promoting Ethical and Responsible Tourism
- Legal Framework - Travel Insurance and International Insurance Laws, Consumer Protection Acts and implications for tourists, Passport Act, Visa Act/Extension, Foreign Exchange Management Act (FEMA), Foreigners Registration Act, Customs Act, RBI Guidelines for foreign



travel, Environmental Acts: Environment Protection Act, Forest Conservation Act, Wildlife Protection Act, Heritage and Monument Protection: Ancient Monuments and Archaeological Sites and Remains Act, Travel Trade Act of Jammu & Kashmir and regional regulations

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTTMDLE325.1	3	2	1	2	3	2	2.17
MTTMDLE325.2	2	2	1	1	2	2	1.67
Average (PLO)	2.50	2.00	1.00	1.5	2.50	2.00	1.92

Suggested Readings:

1. Fennell, D. A. (2006). Tourism ethics. Channel View Publications.
2. Gupta, S. K., & Chawla, R. (2019). Tourism law in India. LexisNexis.
3. Ministry of Tourism, Government of India. (n.d.). Tourism guidelines. <https://tourism.gov.in/>
4. Ministry of Tourism, Government of India. (n.d.). Guidelines for hotel and restaurant operations. <https://tourism.gov.in/>
5. Sharma, K. K. (2005). Tourism and law. Sarup & Sons.
6. Tripathi, R., & de Souza, D. (2015). A tourism professional's handbook on ethical, legal and regulatory aspects. Himalayan Publishing House.
7. United Nations World Tourism Organisation. (2001). Global code of ethics for tourism. <https://www.unwto.org/global-code-of-ethics-for-tourism>

J. Arshad
HEAD
Department of Tourism
Hospitality & Leisure Studies
University of Kashmir
Srinagar



Artificial Intelligence in Tourism and Hospitality

MTTM (3rd Semester)

Total Credits: 02

Course Code: MTTMDAI325 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/2} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Understand the core principles, evolution, ethical aspects, and types of Artificial Intelligence, and analyze the role of generative AI and tourism-specific plugins in improving operational efficiency and innovation.

CLO 2: Evaluate AI-driven tourism marketing strategies, customer segmentation, and sentiment analysis, and critically examine real-world case studies to understand AI's impact on enhancing customer experiences in tourism and hospitality.

Unit I: Foundations and Applications of AI in Tourism (15 Hours)

- Definition and evolution of Artificial Intelligence
- Types of AI: Narrow, General, Superintelligent AI
- AI vs. Machine Learning: Key distinctions
- Core concepts: Data, algorithms, learning models
- Ethical concerns in AI adoption in tourism
- Relevance and benefits of AI in the tourism and hospitality industry
- Role of Generative AI (e.g., ChatGPT, DALL-E) in content generation, personalisation, itinerary planning, etc.
- Introduction to AI tourism-specific plugins and their utility in improving customer service, recommendations, and internal operations.

Unit II: AI-Driven Marketing, Customer Experience & Future Trends (15 Hours)

- AI in tourism marketing: personalization, automation, trend prediction
- Customer segmentation and behavioral analytics using AI tools
- Sentiment analysis for online reviews and social media feedback
- Enhancing customer journey and experience through AI
- Practical use of AI plugins (e.g., chatbots, voice assistants, AI concierges) in real-time service delivery
- Case studies: Successful AI applications in global tourism and hospitality brands



- Exploring future trends: AI-driven travel agents, AI ethics, and human-AI collaboration in tourism
- Reflective learning: How generative AI and plugins enhance decision-making and customer satisfaction

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDAI325.1	2	3	3	2	2	3	2.50
MTTMDAI325.2	2	3	3	2	2	3	2.50
Average PLO	2.00	3.00	3.00	2.00	2.00	3.00	2.50

Suggested Readings

1. Benckendorff, P., Fesenmaier, D. R., & Wallingford, L. R. (2010). *Tourism information technology* (2nd ed.). CABI.
2. Buhalis, D., & Leung, D. (2018). *Smart tourism technologies and tourist experiences: A case study of the success of Airbnb*. *Information and Communication Technologies in Tourism 2018*, 637-649. Springer.
3. Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). *Smart tourism: Foundations and developments*. *Electronic Markets*, 25(3), 179-188.
4. Ivanov, S., & Webster, C. (2019). *Robots, artificial intelligence, and service automation in travel, tourism and hospitality*. Emerald Publishing Limited.
5. Negnevitsky, M. (2020). *Artificial intelligence: A guide to intelligent systems* (4th ed.). Addison-Wesley.
6. Poole, D. L., & Mackworth, A. K. (2017). *Artificial intelligence: Foundations of computational agents* (2nd ed.). Cambridge University Press.
7. Russell, S., & Norvig, P. (2016). *Artificial intelligence: A modern approach* (3rd ed.). Pearson.
8. Shukla, V. K., Verma, A., & Lacap, J. P. G. (2023). *Artificial intelligence for smart technology in the hospitality and tourism industry*. Apple Academic Press.
9. Tussyadiah, I. P. (2020). *A review of research into automation in tourism: Launching the annals of tourism research curated collection on artificial intelligence and robotics in tourism*. *Annals of Tourism Research*, 81.
10. World Tourism Organization (UNWTO). (2022). *The future of tourism: New technology and AI applications*. <https://www.unwto.org/>.



Recreation & Leisure Programming

MTTM (3rd Semester)

Total Credits: 02

Course Code: MTTMDRL325 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/2} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Define the key theories and social benefits of recreation and leisure, and their historical evolution

CLO 2: Apply principles of inclusive and accessible program design for diverse community leisure needs.

Unit 1: Introduction

- Definitions and key concepts of Leisure & Recreation
- Importance of leisure in society
- Leisure & Recreation in ancient and modern civilizations
- Evolution of leisure theories
- The Social Psychology of Leisure: identity and community
- Benefits of Leisure: psychological, physical, economic, and environmental
- Leisure Service Delivery: public, private, and non-profit sectors
- Technology and leisure
- Post-pandemic perspectives on leisure

Unit 2: Recreation and Leisure Program Design

- Principles of program design
- Understanding community needs
- Program Planning Process: goals, objectives, and planning steps
- Inclusivity and accessibility in design
- Designing for diverse populations
- Strategies to promote participation
- Presentation of program plans



CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTTMDRL325.1	2	2	1	1	2	2	1.67
MTTMDRL325.2	2	3	2	2	2	2	2.17
Average (PLO)	2.00	2.50	1.50	1.50	2.00	2.00	1.92

Suggested Readings

- Godbey, G. (2019). *Leisure in your life: An exploration* (8th ed.). Venture Publishing.
- Rojek, C. (2005). *Leisure theory: Principles and practice*. Palgrave Macmillan.
- Russell, R. V. (2013). *Pastimes: The context of contemporary leisure* (5th ed.). Sagamore Publishing.
- Coalter, F. (2010). *The politics of leisure policy* (2nd ed.). Palgrave Macmillan.
- Stebbins, R. A. (2007). *Serious leisure: A perspective for our time*. Transaction Publishers.
- Edginton, C. R. et al. (2006). *Leisure and life satisfaction* (4th ed.). McGraw-Hill.
- Walker, G. J. et al. (2017). *Leisure matters*. Venture Publishing.
- Human Kinetics, (2010). *Inclusive recreation: Programs and services for diverse populations*.

J. A. J. J.
Department of
Hospitality & Leisure
University of Kashmir
Srinagar



Consumer Behaviour in Tourism

MTTM (3rd Semester)

Total Credits: 02

Course Code: MTTMDCB325 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Explain the key concepts, motivations, and socio-economic influences shaping tourist behaviour.

CLO 2: Analyse emerging trends and apply consumer behaviour insights to tourism product design and innovation.

Unit I: Understanding Tourist Behaviour

- Definition and concept of consumer behaviour in tourism
- Modern insights into tourist motivation
- Societal influences on tourist decision-making
- Economic factors in tourism consumption

Unit II: Emerging Trends and Challenges

- Technology's role in tourist decision-making
- Advanced models for understanding tourist decisions
- Innovations in tourism product development and experience design

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTTMDCB325.1	3	2	2	1	2	2	2.00
MTTMDCB325.2	2	3	2	2	3	2	2.33
Average (PLO)	2.50	2.50	2.00	1.50	2.50	2.00	2.16

Suggested Readings

1. Swarbrooke, J., & Horner, S. (2016). *Consumer Behaviour in Tourism*, Routledge.
2. Chon, K. S., Pizam, A., & Mansfeld, Y. (2012). *Consumer Behaviour in Travel and Tourism*, Routledge.
3. *Consumer Behaviour in Tourism and Hospitality Research* (2017), Emerald Publishing.



Financial Management in Tourism

MTTM (3rd Semester)

Total Credits: 02

Course Code: MTTMDFM325 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{3/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Understand fundamental finance concepts, time value of money, and financial sources relevant to tourism businesses.

CLO 2: Evaluate capital investment decisions using key appraisal techniques and assess leverage implications in tourism operations.

Unit 1: Foundations of Finance in Tourism

- Meaning and Scope of Financial Management
- Goals of Financial Management (Profit vs. Wealth Maximisation)
- Time Value of Money: Concepts and Computation (Future Value & Present Value)
- Financial Needs of Tourism Enterprises
- Sources of Finance: Long-term Instruments (Equity, Preference Shares, Debentures)

Unit 2: Investment and Leverage Decisions in Tourism

- Capital Expenditure and its Types
- Capital Budgeting Process in Tourism
- Estimating Cash Flows for Tourism Projects
- Investment Appraisal Techniques - Payback Period, Accounting Rate of Return (ARR), Net Present Value (NPV),
- Concept of Leverage in Finance
- EBIT-EPS Analysis for Tourism Financing Decisions


Jashdeep Singh
Department of Tourism,
Hospitality & Leisure Studies,
University of Kashmir
Srinagar



CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDFM325.1	2	3	1	1	1	1	1.50
MTTMDFM325.2	3	3	2	2	1	1	2.00
Average PLO	2.5	3.0	1.5	1.5	1.0	1.0	1.75

Suggested Readings:

1. S. Kr. Paul, *Fundamentals of Accounting*, New Central Book Agency (P) Ltd.
2. Khan & Jain, *Financial Management*, Tata McGraw-Hill.
3. I. M. Pandey, *Financial Management*, Vikas Publishing House Pvt. Ltd., 9th Ed.
4. M. Y. Khan & P. K. Jain, *Financial Management: Text, Cases and Problems*, Tata McGraw-Hill.
5. Chris Guilding, *Financial Management for Hospitality Decision Makers* (Hospitality, Leisure and Tourism).


HEAD
Department of
Hospitality & Leisure
University of
Srinagar



Event Management

MTTM (3rd Semester)

Total Credits: 02

Course Code: MTTMDEM325 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/2} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Demonstrate conceptual understanding of the MICE sector and event tourism, and apply domain-specific knowledge to analyse real-world cases of successful events.

CLO 2: Apply managerial skills and strategies to plan, promote, execute, and evaluate MICE and special events effectively, enhancing operational efficiency and event success.

Unit 1: Event Management

- Concept, Definition & Types of Events
- The Events Industry and the Role of the Event Manager
- Event Staging and Logistics
- Operational Considerations: Legal Environment, Insurance, Regulations, Licenses, and Permits
- Event Finance
- Measuring Event Impact and Sustainability
- Crisis Management for Event Managers
- Five C's of Event Management
- Role and Functions of ICPB (India Convention Promotion Bureau) and ICCA (International Congress and Convention Association)

Unit 2: Planning for MICE Tourism

- Concept and Importance of Meetings, Incentives, Conferences, Congresses, Conventions, Trade Fairs, and Exhibitions
- MICE as a Supplement to Tourism
- Incentive Travel and Its Economic and Social Significance
- Event Venues: Concept and Types
- Planning MICE Events
- Components and Characteristics of the Conference Market
- Nature and Demand of Conference Markets
- Special Events Management
- Key Suppliers to the MICE Industry



CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDM325.1	2	3	2	1	2	3	2.16
MTTMDM325.2	2	3	2	1	2	3	2.16
Average PLO	2.00	3.00	2.00	1.00	2.00	3.00	2.16

Suggested Readings

1. Avrich Barry (1994), *Event and Entertainment Marketing*, Vikas, New Delhi
2. Anton Shone & Bryn Parry (2002), *Successful Event Management*, Cengage Learning
3. Bhatia A.K. (2001), *Event Management*, Sterling Publishers, New Delhi
4. David C. Watt (1998), *Event Management in Leisure and Tourism*, Pearson, UK
5. Joe Goldblatt (1997), *Special Events: Best Practices in Modern Event Management*, John Wiley and Sons, New York
6. Leonard H. Hoyle (2002), *Event Marketing*, John Wiley and Sons, New York
7. Montgomery, R.J. (1994), *Meetings, Conventions, and Expositions*, VNR, New York.


HEAD
Department of Tourism,
Hospitality & Leisure
University of Kashmir
Srinagar



Housekeeping Operations

MTTM (3rd Semester)

Course Code: MTTMDHO325 (15 hours per credit)

Continuous Assessment: Marks 14, Theory: Marks 36

Total Credits: 02

Total Marks: 50

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Understand housekeeping's role in hospitality, organisational structure, and coordination with departments, guest room types, cleaning procedures, equipment use, SOPs, and guest service management for operational excellence.

CLO 2: Develop managerial skills in housekeeping control, inventory, laundry, pest and waste management, quality audits, sustainability, and technology use to improve operational efficiency and elevate guest experience.

Unit 1: Housekeeping Functions and Guest Room Operations

- Role, Scope, and Significance of Housekeeping
- Contribution to guest satisfaction and operational efficiency
- Organisational Structure and Responsibilities
- Interdepartmental Coordination
- Guest Rooms: Types, Layouts, and Amenities
- Cleaning Equipment and Agents
- Cleaning Procedures
- Standard Operating Procedures (SOPs)

Unit 2: Housekeeping Management, Technology, and Sustainability

- Housekeeping Control Desk –Functions, responsibilities, Key records, logbook and reporting
- Inventory and Budgeting
- Laundry Operations
- Pest Control and Waste Management
- Quality Control and Inspections
- Housekeeping Software and Technology
- Sustainability and Green Practices
- Enhancing Guest Experience and Brand Value



CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDHO325.1	3	3	3	2	2	3	2.66
MTTMDHO325.2	3	3	3	2	3	3	2.83
Average PLO	3.00	3.00	3.00	2.00	2.50	3.00	2.74

Suggested Readings

1. Jagmohan Negi, *Professional Hotel Management*, S. Chand, New Delhi
2. Andrews, Sudhir, *Hotel Housekeeping*, Tata McGraw-Hill, New Delhi
3. G. Raghubalan & Smritee Raghubalan, *Hotel Housekeeping Operations and Management*
4. Gray and Ligouri, *Hotel and Motel Management and Operations*, PHI, New Delhi
5. Joan C. Branson & Margaret Lennox, *Professional Housekeeping*
6. Aleta A. Nitschke, *Managing Housekeeping Operations*
7. Case Studies & Industry Reports on Sustainable and Tech-enabled Housekeeping

Fazlul
HEAD
Department of Tourism
Hospitality & Leisure
University of Kashmir
Srinagar



MTTM

SEMESTER-IV

(Course Work + Course Work)

Semester 4th (Course Work +Course Work)											
NCRF Credit Level	Course Code	Course Title	Course Level	Credits		Paper Category	Credit Distribution				Contact Hour
							L	T	P	S	
6.5	MTTMCDM425	Destination Management	500	4	16	C	3	1	-	-	60
	MTTMCSM425	Sustainable Tourism Development	500	4		C	3	1	-	-	60
	MTTMCWT425	World Tourism Resources	500	4		C	3	1	-	-	60
	MTTMCIN425	Internship	500	4		C	-	-	3	1	120
	Note: All candidates are required to opt for four courses of two credits each from the following Discipline Centric Elective Courses (DE).										
	MTTMDHR425	Human Resource Management	500	2	8	D	1	1	-	-	30
	MTTMDFB425	Food & Beverages Operations	500	2		D	1	1	-	-	30
	MTTMDST425	Eco-Tourism Management	500	2		D	1	1	-	-	30
	MTTMDST425	Strategic Tourism Management	500	2		D	1	1	-	-	30
	MTTMDAM425	Aviation Management	500	2		D	1	1	-	-	30
	MTTMDTT425	Tourism Technology	500	2		D	1	1	-	-	30
	MTTMDIP425	Itinerary Preparations	500	2		D	1	1	-	-	30
	Total Credits				24						



Destination Management

MTTM (4th Semester)

Total Credits: 04

Course Code: MTTMCDM425 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 28, Theory: Marks 72

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Define the concept and typologies of tourism destinations, and analyse destination attractiveness, competitiveness, and the stages of development using the Destination Life Cycle model.

CLO 2: Explain the structure and functions of Destination Management Organisations (DMOs), and differentiate among various DMO models, types, and sources of funding.

CLO 3: Describe the scope of destination marketing and apply strategies to develop unique destination identities and branding approaches, integrating both traditional and digital marketing tools.

CLO 4: Compare centralised and decentralised destination governance models, and evaluate stakeholder engagement, participatory planning, and sustainability practices in effective destination management.

Unit 1: Tourism Destination

- Definition, concept, scope, and importance
- Typologies of tourism destinations
- Destination visioning
- Destination attractiveness and competitiveness
- Destination Life Cycle Model

Unit 2: Destination Management Organisations (DMOs)

- Definition, functions, and roles in destination management
- Evolution and significance of DMOs
- Types of DMOs: government-run, private, hybrid models
- Sources of funding: public sector support, membership dues, revenue-generating activities

Unit 3: Destination Marketing and Promotion

- Definition and scope of destination marketing
- Importance in tourism development
- Destination branding and identity creation
- Brand strategy and differentiation



- Traditional and digital marketing channels
- Integration of online and offline efforts

Unit 4: Destination Management and Governance

- Governance models: public-led, private-led, collaborative
- Centralised vs. decentralised governance
- Participatory planning and stakeholder engagement
- Integration of sustainability in management
- Implementation of sustainable tourism policies
- Destination promotion campaigns

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMCDM425.1	3	2	2	1	2	3	2.16
MTTMCDM425.2	3	2	2	1	2	3	2.16
MTTMCDM425.3	3	3	2	3	2	3	2.66
MTTMCDM425.4	3	3	3	2	2	3	2.66
Average PLO	3.00	2.50	2.25	1.75	2.00	3.00	2.41

Suggested Readings

1. Pike, David – *Destination Marketing*, Butterworth-Heinemann
2. Howie, Frank – *Managing the Tourist Destination*, London: Continuum
3. Heath, Ernie & Wall, Geoffrey – *Marketing Tourism Destinations*, John Wiley & Sons, Inc.



Sustainable Tourism Development

MTTM (4th Semester)

Total Credits: 04

Course Code: MTTMCSM425 (15 hours per credit)

Total Marks: 100

Continuous Assessment: Marks 28, Theory: Marks 72

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO1: Explain the concept, evolution, and global relevance of sustainable tourism, including theoretical foundations and key principles.

CLO2: Analyse the environmental, socio-cultural, and economic impacts of tourism and evaluate strategies for sustainable tourism planning.

CLO3: Evaluate global and national policy frameworks, certification schemes, and stakeholder roles in sustainable tourism governance.

CLO4: Design innovative sustainability plans for tourism destinations using technology, entrepreneurship, and ethical practices.

Unit 1: Foundations and Frameworks of Sustainable Tourism

- Evolution of sustainable tourism & global growth
- Jafari's Platform Model & principles of sustainability
- Sustainability & social theory
- Relationship with SDGs, Agenda 2030
- Ecotourism, Responsible, Regenerative, and Pro-poor Tourism
- Case Studies: Bhutan, Kerala, Costa Rica

Unit 2: Impacts and Planning for Sustainability

- Environmental, socio-cultural, and economic impacts
- Resource management, carrying capacity, Doxey's Index, Butler's TALC
- Tools: EIA, SIA
- Sustainable Tourism Planning (STP) concepts: Zoning, climate, site analysis
- Sustainable Livelihoods & CBT Models
- Case Studies: Ladakh Homestay, Amsterdam over-tourism

Unit 3: Governance, Certifications & Policy Instruments

- UNWTO Code of Ethics, Agenda 21, International Task Force on Sustainable Tourism
- Global Sustainable Tourism Criteria (GSTC), Earth Check, Travelife, Green Globe



- Measurement tools: Economic, command & control, voluntary instruments, Supporting Instruments
- Roles of government, private sector, and communities
- Green infrastructure and sustainability metrics
- Case Studies: Norway (Green Destinations), Sikkim tourism policy

Unit 4: Technology, Innovation, and the Future of Sustainable Tourism

- Smart tourism & sustainability dashboards
- Climate-resilient tourism and carbon-neutral destinations
- Digital tools & AI (Opera PMS, eZee, Green apps)
- Sustainable tourism entrepreneurship and business innovation
- Future trends and ethical dilemmas in sustainable tourism
- Case Studies: Barcelona Smart City, EU Climate Tourism Policies

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTMCSM425.1	3	2	2	1	3	3	2.33
MTMCSM425.2	3	2	2	1	3	2	2.17
MTMCSM425.3	3	2	3	1	3	3	2.50
MTMCSM425.4	3	2	3	2	3	3	2.67
Average (PLO)	3.00	2.00	2.50	1.25	3.00	2.75	2.41

Suggested Reading

1. Weaver, D. (2006). *Sustainable tourism: Theory and practice*. Elsevier Butterworth-Heinemann.
2. Gössling, S., & Hall, C. M. (2006). *Tourism and global environmental change: Ecological, social, economic and political interrelationships*. Routledge.
3. Inskeep, E. (1991). *Tourism planning: An integrated and sustainable development approach*. Van Nostrand Reinhold.
4. United Nations World Tourism Organisation (UNWTO). (2013). *Sustainable tourism for development guidebook*. UNWTO.
5. United Nations Environment Programme (UNEP) & UNWTO. (2005). *Making tourism more sustainable: A guide for policy makers*. UNEP and UNWTO.
6. Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). *Smart tourism: Foundations and developments*. Electronic Markets, 25, 179–188.



World Tourism Resources

MTTM (4th Semester)

Course Code: MTTMCWT425 (15 hours per credit)

Continuous Assessment: Marks 28, Theory: Marks 72

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Identify and classify global tourism resources, understanding their characteristics, significance, and sustainable development in tourism planning and management.

CLO 2: Analyse diverse natural tourism resources worldwide and evaluate their significance, management challenges, and potential for sustainable tourism development.

CLO 3: Explore cultural and heritage tourism resources globally, assessing their tourism value, preservation challenges, and cultural sustainability practices.

CLO 4: Examine emerging global tourism resources, understanding their development, market trends, and integration with modern technology and experience design.

Unit 1: Introduction to Tourism Resources

- Definition, scope, and classification of tourism resources
- Natural, cultural, and man-made resources
- Characteristics of global tourism resources
- UNESCO World Heritage Sites: significance and criteria
- Sustainable use of tourism resources

Unit 2: Natural Tourism Resources of the World

- Mountains, rivers, forests, deserts, and islands
- National parks and biosphere reserves
- Marine and coastal resources
- Adventure tourism destinations
- Ecotourism and geotourism potentials

Unit 3: Cultural and Heritage Tourism Resources

- Historical monuments, archaeological sites, and architecture
- Pilgrimage and religious tourism centers
- Art, music, dance, cuisine, and festivals
- Indigenous cultures and traditions



- Intangible cultural heritage

Unit 4: Contemporary and Emerging Tourism Resources

- Theme parks, events, and film tourism
- Urban tourism and smart destinations
- Industrial and rural tourism
- Dark tourism and medical tourism
- Innovation and technology in tourism resource creation

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTTMCWT425.1	3	2	2	2	3	3	2.50
MTTMCWT425.2	3	2	2	2	3	2	2.33
MTTMCWT425.3	3	2	3	2	3	3	2.66
MTTMCWT425.4	3	2	3	2	3	3	2.66
Average (PLO)	3.00	2.00	2.50	2.00	3.00	2.75	2.53

Suggested Readings

1. Bhatia, A. K. (2012). *Tourism Development: Principles and Practices*. Sterling Publishers.
2. Goeldner, C. R., & Ritchie, J. R. B. (2011). *Tourism: Principles, Practices, Philosophies* (12th ed.). Wiley.
3. Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and Practice*. Pearson Education.
4. Timothy, D. J., & Boyd, S. W. (2003). *Heritage Tourism*. Pearson Education.
5. Newsome, D., Moore, S. A., & Dowling, R. K. (2012). *Natural Area Tourism: Ecology, Impacts and Management*. Channel View Publications.



Internship

MTTM (4th Semester)

Course Code: MTTMCIN425 (30 hours per credit)

Practical: 100

Total Credits: 04

Total Marks: 100

Time Duration: 1 hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Demonstrate functional knowledge and understanding of core operations in tourism, hospitality, aviation, or travel organizations through hands-on exposure.

CLO 2: Apply industry-relevant skills in real-world settings and understand organisational structures, service protocols, and work environments.

CLO 3: Analyse work-based experiences to identify challenges and opportunities in tourism-related operations and recommend feasible improvements.

CLO 4: Prepare and present a structured internship report and effectively communicate experiences, insights, and learnings through viva and professional interaction.

The students shall undertake an internship at reputable tourism, hospitality, aviation, and travel organisations for 8 weeks at the end of the 3rd semester during the winter vacation. The students shall aim to gain practical experience and learn the intricacies of the organisation where they are placed for their respective internships.

The Internship (MTTMCIN425) shall be evaluated by the company supervisor and an external examiner, followed by a project viva-voce conducted by a panel of experts.

The evaluation of the Internship shall consist of three parts.

1. Firstly, evaluation shall be done by the company supervisor where the student is placed and shall have a weightage of 25 marks.
2. Secondly, evaluation shall also be done by the external evaluator, to be appointed by the Head, Department of Tourism, Hospitality & Leisure Studies, University of Kashmir, from the panel and shall have a weightage of 25 marks.
3. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have a weightage of 50 marks.

Panel for Evaluation

- a) Head, Department of Tourism, Hospitality & Leisure Studies as Chairman;


HEAD
Department of Tourism, Hospitality & Leisure Studies
University of Kashmir



- b) One External Examiner from the panel submitted by the Head of the Department and duly approved by the Honourable Vice Chancellor.
- c) Two senior faculty members of the department.

Note: "All students must submit a plagiarism report along with their internship report. The similarity index mustn't exceed 20%, and the content of the report must be free from AI-generated material. Ensuring academic integrity through proper plagiarism screening is a compulsory requirement for report submission."

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMCIN425.1	3	3	2	2	2	2	2.33
MTTMCIN425.2	2	3	2	2	2	2	2.17
MTTMCIN425.3	2	2	3	3	2	3	2.50
MTTMCIN425.4	2	2	2	2	3	2	2.17
Average	2.25	2.5	2.25	2.25	2.25	2.25	2.29

[Signature]
HEAD
Department of
Tourism, Hospitality & Leisure Studies
University of Kanchi
Srinagar



Human Resource Management

MTTM (4th Semester)

Course Code: MTTMDHR425 (15 hours per credit)

Continuous Assessment: Marks 14, Theory: Marks 36

Total Credits: 02

Total Marks: 50

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Demonstrate understanding of HRM principles and practices within the tourism and hospitality industries.

CLO 2: Apply job analysis, recruitment, selection, and induction processes tailored for the tourism sector. Evaluate and design performance appraisal systems and training strategies to improve tourism workforce productivity.

Unit 1: Introduction to Human Resource Management in Tourism and Hospitality

- Concept, scope, and significance of Human Resource Management (HRM)
- Role and responsibilities of the HR department in tourism and hospitality organisations
- Emerging challenges in HRM and the impact of technology on HR practices
- Role and qualities of an effective HR manager in service-driven industries

Unit 2: Human Resource Planning and Performance Appraisal

- Human Resource Planning: concept, process, and importance
- Job Analysis: methods and purpose; job description, job specification, job evaluation
- Recruitment: sources and methods; selection process; placement and induction
- Internal mobility: promotion, transfer, demotion; separations: resignation, termination, retirement
- Performance Appraisal System (PAS): objectives, methods, sources, and common appraisal errors
- Discipline and grievance handling procedures
- Training and Development: identifying training needs, methods for operatives and management, evaluation of training effectiveness
- HRD Climate, OCTAPAC culture, and HRD mechanisms in tourism and hospitality organizations



CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTTMDHR425.1	2	2	2	2	2	2	2.00
MTTMDHR425.2	2	2	2	2	1	2	1.83
Average (PLO)	2.00	2.00	2.00	2.00	1.50	2.00	1.92

Suggested Readings:

1. E. Schuster *Human Resource Management, Concept, Cases And Readings*, PHI
2. Garg/Dessler, *Human Resource Management*, Pearson Education, 13th Edition
3. Lata & Nair *Personnel Management & Industrial Relations*, S.Chand
4. M.S. Salyadian, *Human Resource Management*, Tata Mac Graw Hill 3rd Edition
5. Shell/Bohlander, *Human Resource Management*, Cengage Learning 2007
6. Uday Pareek, *Training Instruments In Hrd And Od*, Tata Mac Graw Hill 2nd Edition

Jahangir
HEAD
Department of
Hospitality & Leisure
University of Kashmir
Srinagar



Food and Beverages Operation

MTTM (4th Semester)

Course Code: MTTMDFB425 (15 hours per credit)

Continuous Assessment: Marks 14, Theory: Marks 36

Total Credits: 02

Total Marks: 50

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Comprehend F&B industry scope, outlet classifications, staff roles, menu planning, service methods, SOPs, interdepartmental coordination, and guest handling to deliver efficient operations and exceptional customer service.

CLO 2: Develop managerial skills in F&B control, cost management, quality standards, technology, sustainability, and innovation to optimise operations, ensure safety, and enhance guest satisfaction and profitability.

Unit 1: Foundations of Food and Beverage Operations

- Introduction to the Food and Beverage Industry
- Organization Structure and Duties of F&B Staff
- Menu Planning and Design
- Food and Beverage Service Methods
- Standard Operating Procedures (SOPs)
- Interdepartmental Coordination
- Guest Handling Techniques

Unit 2: Management, Control, and Innovation in F&B Operations

- F&B Control Systems -
- Cost Control
- Quality Assurance and Hygiene
- Event and Banquet Management
- Technology in F&B Operations
- Sustainability Practices
- Trends and Innovations in F&B
- Strategic Role of F&B



CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDFB425.1	3	3	3	2	2	3	2.66
MTTMDFB425.2	3	3	3	2	3	3	2.83
Average PLO	3.00	3.00	3.00	2.00	2.50	3.00	2.74

Suggested Readings

1. *Professional Hotel Management* – Jagmohan Negi, S. Chand, New Delhi
2. *Hotel and Motel Management and Operations* – Gray and Ligouri (2000), PHI, New Delhi
3. *Food and Beverage Service* – Dennis Lillicrap & John Cousins
4. *Managing Food and Beverage Operations* – Jack D. Ninemeier
5. *Food and Beverage Management* – Bernard Davis & Andrew Lockwood

J. K. Negi
HEAD
Department of Tourism,
Hospitality & Leisure
University of Kashmir
Srinagar



Ecotourism Management

MTTM (4th Semester)

Total Credits: 02

Course Code: MTTMDET425 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Explain the fundamental concept of ecotourism, and Analyse its role in biodiversity conservation, rural development, and mitigating global environmental change.

CLO 2: Examine visitor behavior in ecotourism settings and assess quality standards, accreditation, and certification indicators that support ethical, sustainable, and economically viable ecotourism practices.

Unit 1: Introduction

- Concept and history of ecotourism
- Principles and nature of ecotourism
- Role of ecotourism in biodiversity conservation
- Ecotourism and community participation
- Cultural heritage and its integration with ecotourism
- Ecotourism, biological invasions, and bio-security
- Ecotourism and global environmental change
- Socio-cultural and ecological impacts of ecotourism
- Economic impacts and marketing strategies in ecotourism
- Ecotourism as a tool for rural development

Unit 2: Eco-tourist Behaviour and Visitor Experiences

- Visitor behaviour in ecotourism settings
- Generational cohorts and their impact on ecotourism trends
- Encouraging reflective and meaningful visitor experiences
- The role of emotion in ecotourism experiences
- Promoting environmentally sustainable behaviour among eco-tourists
- Visitor wellness and the benefits of ecotourism
- Understanding the triple bottom line in ecotourism (economic, social, environmental)
- Current themes and issues in eco-tour guiding
- International accreditation and local certification standards for ecotourism
- Indicators for measuring ecotourism effectiveness and sustainability



CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDDET425.1	3	2	2	1	3	2	2.17
MTTMDDET425.2	2	3	2	1	3	1	2.00
Average PLO	2.5	2.5	2.0	1.0	3.0	1.5	2.08

Suggested Readings:

1. Fennell, D. A. (2014). *Ecotourism*. Routledge.
2. Weaver, D. *The Encyclopaedia of Ecotourism*. CABI Publication.
3. Fennell, D. A. *Ecotourism Policy and Planning*. CABI Publishing, USA.
4. Ballantyne, R., & Packer, J. (2013). *International Handbook on Ecotourism*.
5. Buckley, R. *Environmental Impacts of Ecotourism*. CABI, London.
6. Chaudhury, S. K. *Culture, Ecology and Sustainable Development*. Mittal Publications, New Delhi.
7. Chawla, R. *Ecology and Tourism Development*. Sumit International, New Delhi.

Signature
HEAD
Department of Tourism
Management & Culture
University of Kashmir
Srinagar



Strategic Tourism Management

MTTM (4th Semester)

Total Credits: 02

Course Code: MTTMDST425 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/2} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Analyse and apply strategic management principles—encompassing business strategy, competitive advantage, strategic intent, decision dimensions, and strategist roles—optimising corporate and business-level planning for organisational success.

CLO 2: Critically analyse external and internal business environments (general, competitive, RBV, value chain, SWOT, 7S) to develop cohesive strategies and implement effective organisational change.

Unit 1: Fundamentals of Strategic Management

- Nature, Scope, and Significance of Strategic Management in Tourism
- Levels of Strategy: Corporate, Business, and Functional
- Business Strategy vs. Tactics: Strategic Intent, Vision, and Mission
- Strategic Decision-Making: Characteristics and Dimensions
- Competitive Advantage and its Sources in Tourism (e.g., quality, branding, sustainability)
- Roles of Corporate and Business-Level Strategists in Hospitality & Tourism Firms

Unit 2: Strategic Analysis and Implementation

- External Analysis: PESTEL, Industry (Porter's 5 Forces), and Competitive Environment
- Internal Analysis: Resource-Based View (RBV), Value Chain Analysis
- SWOT Analysis for Tourism Destinations and Businesses
- Strategic Choices: Cost Leadership, Differentiation, Focus Strategy
- Strategy Implementation in Tourism using McKinsey's 7S Framework
- Strategy Execution Challenges in Dynamic Environments (e.g., post-COVID recovery, sustainable tourism)



CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDST425.1	3	3	2	3	2	3	2.66
MTTMDST425.2	3	3	2	3	2	3	2.66
Average PLO	3.00	3.00	2.00	3.00	2.00	3.00	2.66

Suggested Readings

1. *Strategic Management* by Dess and Miller – Tata McGraw Hill, New Delhi
2. *Business Policy and Strategic Management* by Kazmi, A. – Tata McGraw Hill, New Delhi
3. *Cases in Strategic Management* by Budhiraja, S.B. and Athreya, M.B – Tata, New Delhi
4. *Strategic Management* by Thomson and Strickland – McGraw Hill International Editions
5. *Strategic Management* by Hax, A.C. and Majluf, N.S. – Prentice Hall, Englewood Cliffs, New Jersey

Signature
Department of
Tourism, Hospitality & Leisure
Studies
University of Kashmir



Aviation Management

MTTM (4th Semester)

Total Credits: 02

Course Code: MTTMDAM425 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Explain core airport operations, ground handling, regulatory bodies, and passenger handling protocols.

CLO 2: Analyse airline types, business models, documentation, and global aviation policies.

Unit 1: Airport Operations

- Operational functions of the airport
- Airport services
- Airport ground services
- Check-in procedures
- Security checks
- Arrival facilities
- Baggage handling
- Working in airports
- Public-private participation in Indian airports
- Regulatory issues
- Coordination of supporting agencies or departments
- Handling different types of passengers
- Airport taxes and charges

Unit 2: Airline Operations

- Airline business in the world and India
- Major air carriers and low-cost airlines
- Types of airlines
- Types of aircrafts
- Working with airlines – air hostess/flight steward
- Travel documentation and formalities
- Open Sky Policy
- International conventions
- Classes of service
- Airline-related practices and legal frameworks



CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDAM425.1	3	3	2	1	2	3	2.33
MTTMDAM425.2	3	3	2	1	2	3	2.33
Average PLO	3.00	3.00	2.00	1.00	2.00	3.00	2.33

Suggested Readings

1. Air Cargo Tariff Manuals
2. IATA Live Animals Regulations Manuals
3. Jagmohan Negi – *Air Travel Ticketing and Fare Construction*, Kanishka, New Delhi
4. Ratandeep Singh – *Handbook of Global Aviation Industry and Hospitality Services*, Kanishka Publishers, New Delhi
5. Graham, A. – *Managing Airport: An International Perspective*, Butterworth-Heinemann, Oxford
6. Doganis, R. – *The Airport Business*, Routledge, London
7. P.S. Senguttuvan – *Fundamentals of Airport Transport Management*, McGraw Hill

[Signature]
HEAD
Department of
Hospitality & Leisure
University of Kashmir



Tourism Technology

MTTM (4th Semester)

Total Credits: 02

Course Code: MTTMDTT425 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/4} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Understand MIS, quality assurance, and e-tourism models; explore ICT's role in tourism sectors, consumer behaviour, online payments, security, billing systems, travel blogs, and digital promotion of tourism and hospitality products.

CLO 2: Comprehend CRS in rail, hotels, airlines, explore Amadeus, Sabre, GDS, and hotel distribution systems; apply AI, VR, Big Data, and business analytics for ethical, data-driven decisions in tourism operations.

Unit 1: Information Systems, Business Models and Travel Technology

- Introduction to Management Information System (MIS)- Definition, scope, and functions, Role of MIS in tourism and hospitality
- Quality Assurance and Control in E-Tourism
- Typologies of E-Tourism
- E-Tourism Business Models- Business to Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B), Consumer to Consumer (C2C), Business to Employee (B2E), Business to Government (B2G)
- ICT Applications in Tourism Sectors
- Impact of ICT on Consumer Behaviour
- Online Payments and Gateways
- Security and Certification in E-Tourism
- Digital Promotion and Communication

Unit 2: E-Distribution and Future Technologies in Tourism

- Computer Reservation Systems (CRS) - Common CRS Software Packages: (Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre)
- Global Distribution System (GDS) - Concept and structure, Integration with CRS, Hotel Distribution Systems
- Emerging Technologies in Tourism - Social Media, Virtual Reality (VR), Augmented Reality (AR), Artificial Intelligence (AI), Big Data, Blockchain Technology.
- Ethical Issues in Technology Use- Privacy concerns with Big Data, Responsible use of Social Media,
- Business Analytics in Tourism - Data-based decision making, Tools and techniques for data analysis
- Strategic Use of Emerging Technologies - Application for strategic decisions in tourism and hospitality organisations, Enhancing service delivery and operational efficiency

Handwritten signature
Department of Tourism,
Hospitality & Leisure
Studies
University of Kashmir
Srinagar



CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDTT425.1	2	3	2	2	2	3	2.33
MTTMDTT425.2	3	3	3	3	2	3	2.80
Average PLO	2.5	3.0	2.5	2.5	2.0	3.0	2.56

Suggested Readings

1. Inkpen, G. (1998), *Information Technology for Travel and Tourism*, 2nd ed., Longman: UK.
2. Klein, S., Schmid, B., Tjoa, A.M., and Werthner, H. (eds) (1996), *Information and Communication Technologies in Tourism: Enter 96*, Springer Verlag: Vienna
3. Poon, A. (1993), *Tourism, Technology and Competitive Strategies*, CAB: UK
4. Sheldon, Pauline J. (1997), *Tourism Information Technology*, CABI Publishing, Oxford, England
5. Tornatzky & Fleischer (1990), *The Processes of Technological Innovation*, Lexington Books, Canada
6. Buhalis, D. (2004), *E-tourism: Information Technology for Strategic Tourism Management*, Prentice Hall India
7. Tjoa, A.M. (ed) (1997), *Information and Communication Technologies in Tourism: Enter 97*, Springer

Handwritten signature
HEAD
Department of Tourism & Hospitality
University of Kashmir
Srinagar



Itinerary Preparation

MTTM (4th Semester)

Total Credits: 02

Course Code: MTTMDIP425 (15 hours per credit)

Total Marks: 50

Continuous Assessment: Marks 14, Theory: Marks 36

Time Duration: 1^{1/2} hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Design and evaluate different types of itineraries (customised and package-based) by integrating key components such as travel routes, accommodations, attractions, and timing, tailored to various tourist profiles and travel contexts.

CLO 2: Develop detailed, cost-effective, and visually appealing travel itineraries using appropriate tools and digital platforms for various tourism segments, including MICE, adventure, and ecotourism, while adhering to ethical and professional standards.

Unit 1: Fundamentals of Itinerary Planning

- Concept and Importance of Itinerary Preparation
- Types of itineraries: Technical vs. Descriptive, Custom vs. Pre-designed
- Essential Components of an Itinerary - Travel details (arrival, departure, transportation), Accommodation arrangements, Sightseeing and attractions, Free time and optional activities, Meals, inclusions, and exclusions
- Tour Categorisation for Itinerary Design - FITs (Free Independent Travellers) vs. GITs (Group Inclusive Tours), Leisure vs. Business travel itineraries, Domestic vs. International tours, Special Interest Tours (SITs)
- Time Management and Logical Sequencing - Importance of pacing and flow
- Avoiding overloading or under-planning
- Factors Influencing Itinerary Planning - Client profile and preferences, Destination characteristics, Seasonality and climate, Budget constraints and travel logistics

Unit 2: Practical Application and Design of Itineraries

- Destination Profiling and Mapping - Selection of destinations and attractions, Understanding accessibility and connectivity, Cultural and legal considerations
- Steps in Designing an Itinerary - Needs assessment, Day-wise planning, Cost estimation and budgeting, Resource planning and vendor coordination
- Tools for Itinerary Preparation - Manual vs. digital itinerary creation, Use of software (e.g., Amadeus Itinerary Manager, TripHobo, Travefy), Integration of CRS and GDS
- Itinerary Writing and Presentation - Clarity, conciseness, and formatting, Use of visuals and maps, Mobile-friendly and client-oriented formats

Handwritten signature
HEAD
Department of Tourism
Hospitality & Leisure Studies
University of Kashmir



- Case Studies and Practice Exercises - Preparation of sample itineraries for: Heritage tours, Adventure tours, MICE itineraries (Meetings, Incentives, Conferences, and Exhibitions), Ecotourism trips
- Ethical and Professional Considerations - Transparency and accuracy, Handling cancellations or emergencies, Compliance with tourism regulations

CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLOs \ PLOs	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMDIP425.1	3	3	3	3	3	3	3.00
MTTMDIP425.2	3	3	3	3	3	3	3.00
Average PLO	3.0	3.0	3.0	3.0	3.0	3.0	3.00

Suggested Readings:

1. Swain, S.K. & Mishra, J.M. (2012). *Tourism Principles & Practices*. Oxford University Press, New Delhi.
2. Chand, M. (2002). *Travel Agency Management: An Introductory Text*. Anmol Publications Pvt. Ltd., New Delhi.
3. Negi, J. (2005). *Travel Agency Operations: Concepts and Principles*. Kanishka, New Delhi.
4. Holloway, J.C. (2002). *The Business of Tourism*. Prentice Hall, London, pp. 220-279.
5. Roday, S., Biwal, A. & Joshi, V. (2009). *Tourism Operations and Management*. Oxford University Press, New Delhi, pp. 164-296.
6. Goeldner, R. & Ritchie, B. (2010). *Tourism, Principles, Practices and Philosophies*. John Wiley & Sons, London

Handwritten signature
HEAD
Department of Tourism, Hospitality & Leisure Studies
University of Kashmir
Srinagar



MTTM

SEMESTER-IV

(Course Work + Research)

Semester 4th (Course Work + Research)											
NCE Credit Level	Course Code	Course Title	Course Level	Credits		Paper Category	Credit Distribution				Contact Hour
							L	T	P	S	
6.5	MTIMCRE423	Research Ethics and Publication	500	4	24	C	3	1	-	-	60
	MTTMCDT425	Dissertation	500	20		C	-	-	2 0	-	600
Total Credits					24						

Fazlul Karim
HEAD
Department of Tourism
Hospitality & Leisure Studies
University of Kashmir
Srinagar



Research Ethics and Publication

MTTM (4th Semester)

Course Code: MTTMCRE425 (15 hours per credit)

Continuous Assessment: Marks 28, Theory: Marks 72

Total Credits: 04

Total Marks: 100

Time Duration: 2½ hrs.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Demonstrate ethical foundations and responsibilities in research, ensuring integrity, transparency, and fairness throughout the tourism research process.

CLO 2: Apply ethical conduct in all stages of tourism research, maintaining accountability in authorship, supervision, and responsible data handling.

CLO 3: Develop scholarly writing skills and understand ethical practices in publication, peer review, and journal selection in tourism research.

CLO 4: Evaluate global ethical standards and challenges, promoting inclusive, reproducible, and transparent tourism research across cultures and disciplines.

Unit 1: Foundations of Research Ethics

- Meaning and importance of research ethics in academic inquiry
- Ethical principles in research (autonomy, beneficence, justice)
- Plagiarism: forms, detection tools, and prevention
- Ethical considerations in data collection (informed consent, confidentiality)
- Institutional Review Boards (IRB) and ethical clearance procedures

Unit 2: Responsible Conduct of Research

- Authorship and contribution ethics
- Conflicts of interest and funding disclosures
- Misconduct in research: fabrication, falsification, plagiarism (FFP)
- Ethical supervision and mentorship practices
- Use of AI and digital tools in ethical research

Unit 3: Scholarly Writing and Academic Publishing

- Components of a scholarly paper: abstract, literature review, methodology, results, discussion
- Selecting appropriate journals and avoiding predatory publishers
- Peer review process: types, ethics, and challenges
- Citation and referencing styles (APA, MLA, Chicago)
- Open access vs. subscription journals



Unit 4: Research Integrity, Global Standards, and Emerging Issues

- National and international research ethics codes (e.g., UGC, COPE, UNESCO)
- Case studies on research misconduct
- Reproducibility and transparency in research
- Ethics in interdisciplinary and cross-cultural tourism research
- Addressing biases and ensuring inclusivity

CLO–PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average (CLO)
MTTMCRE425.1	2	2	3	2	3	3	2.50
MTTMCRE425.2	2	2	3	2	3	3	2.50
MTTMCRE425.3	2	2	3	2	3	3	2.50
MTTMCRE425.4	2	2	3	2	3	3	2.50
Average (PLO)	2.00	2.00	3.00	2.00	3.00	3.00	2.50

Suggested Readings

1. Resnik, D. B. (2020). *The Ethics of Research with Human Subjects: Protecting People, Advancing Science, Promoting Trust*. Springer.
2. Shamoo, A. E., & Resnik, D. B. (2015). *Responsible Conduct of Research* (3rd ed.). Oxford University Press.
3. Berg, B. L., & Lune, H. (2017). *Qualitative Research Methods for the Social Sciences*. Pearson.
4. Creswell, J. W. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications.



Dissertation

MTTM (4th Semester)

Course Code: MTTMCDT425 (30 hours per credit)

Practical: Marks 500

Total Credits: 20

Total Marks: 100

Time Duration: 1 hr.

Course Learning Outcomes (CLOs): After the completion of this course, students shall be able to:

CLO 1: Define and formulate relevant tourism research problems or issues. Design a structured research plan under academic supervision.

CLO 2: Conduct an independent investigation using appropriate qualitative and/or quantitative research methods, tools, and techniques. Analyse, interpret, and discuss research data to draw evidence-based conclusions

CLO 3: Provide practical recommendations for the tourism industry or policy. Compile a well-structured dissertation report adhering to academic writing standards.

CLO 4: Present research findings effectively during presentation and viva-voce.

The Dissertation component of the program for the students opting for (CW+R) mode aims to provide students with the opportunity to undertake independent research and develop confidence in analysing problems and issues in tourism, hospitality, aviation and allied sectors. Here are the key components and guidelines for conducting the Dissertation:

1. Objective

- The Dissertation serves as a major individual research project in the fourth semester.
- It aims to test students' abilities to understand and apply theories, concepts, and analytical tools to real-world problems.

2. Credits and Structure

- The Dissertation carries 20 Credits and students are expected to present the intricacies and implications of their research during a viva-voce examination conducted at the end of the semester.

3. Nature of the Project

- The Dissertation should be a critical exposition, utilizing reasoning power and knowledge of relevant literature in the field of tourism.



- Emphasis is on applied research, investigating practical problems or issues related to tourism destinations, products, and activities.

4. Research Process

- The Students will commence the study immediately after the completion of their third semester under the supervision of a supervisor to be allotted by the Head of the Department.
- They are required to define the area of investigation, design the research process, gather relevant data, analyse the data, draw conclusions, and make recommendations.
- Regular contact with the assigned supervisor must be maintained, and drafts of work are provided for continuous verification and guidance.

5. Structure of the Dissertation Report

The final report should follow a standardised format:

- a) Title Page
- b) Certificate by Supervisor
- c) Declaration by the Student
- d) Acknowledgements
- e) Table of Contents
- f) List of Tables and Figures
- g) Abstract (250–300 words)
- h) Chapter 1: Introduction (Background, Rationale, Objectives, Scope, Structure)
- i) Chapter 2: Literature Review
- j) Chapter 3: Research Methodology (Research design, sampling, tools)
- k) Chapter 4: Data Analysis and Interpretation
- l) Chapter 5: Findings and Discussion
- m) References (APA Style)
- n) Appendices (Questionnaires, maps, etc.)

6. Evaluation

- The Dissertation and Viva-Voce Examination will be evaluated by both an external examiner and an internal examiner (Supervisor).



- External examiners are approved by the Vice Chancellor from a panel submitted by the Head of the Department.
- The Dissertation (MTTMCDI425) shall be evaluated by an internal and external examiner, followed by a viva-voce examination conducted by a panel of experts. The evaluation of the Dissertation shall consist of three parts.
 - a. Firstly, the evaluation shall be conducted by the concerned supervisor and will carry a weight of 50 marks, based on the student's performance during the completion of the dissertation.
 - b. Secondly, the evaluation shall be carried out by the external evaluator, appointed by the Head of the Department of Tourism, Hospitality & Leisure Studies, University of Kashmir, from the panel, and will carry a weight of 250 marks.
 - c. Lastly, the evaluation will be conducted by the panel of experts through a Viva-Voce with the student, and will carry a weight of 200 marks.

7. Viva-Voce Mechanism

Conducted by a panel consisting of:

- a) Head, Department of Tourism, Hospitality & Leisure Studies as Chairman;
- b) One External Examiner from the panel submitted by the Head of the Department and duly approved by the Honourable Vice-Chancellor.
- c) Concerned supervisor and teachers of the department.

Mechanism

- a. The student presents their research findings through a structured PowerPoint Presentation.
- b. The panel may ask questions on any part of the research (problem, theory, data analysis, discussion).
- c. Presentation Duration: 30 minutes + 20 minutes Q&A

8. Plagiarism Report

All students are required to submit a plagiarism report along with the submission of their dissertations. The similarity index must not exceed 20%, and the project content must be free from AI-generated material. Maintaining academic integrity via proper plagiarism screening is a mandatory part of the report submission process.



CLO-PLO Mapping Matrix (Mathematical Representation)

Mapping Scale: 3 = High, 2 = Moderate, 1 = Low, 0 = No Contribution

CLO \ PLO	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	Average
MTTMCDT.1	3	2	3	3	2	2	2.5
MTTMCDT.2	2	2	3	3	2	2	2.33
MTTMCDT.3	2	2	3	3	2	3	2.5
MTTMCDT.4	2	2	2	2	3	2	2.17
Average	2.25	2.0	2.75	2.75	2.25	2.25	2.38


Department of Tourism,
Hospitality & Leisure
University of Kashmir
Srinagar